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CONSUMER BEHAVIOR (05 MBAMM313) STUDY MATERIAL MBA II Year Semester III COURSE FACILITATOR MR BHOLANATH DUTTA 2

MODULE- I INTRODUCTION TO THE CB: Definition: "CB behaviour refers to the actions and decision processes of people who purchase goods and services for personal consumption"-

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consumer behavior in the retail world, but only a few studies explore the influences of atmospherics on consumer behavior and satisfaction in the hospitality industry, especially that of the restaurant business Although some researchers have conducted surveys to investigate the

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Key words: Online food delivery service, consumer perception, consumer preferences, current customer feedback, expectations of consumers, mobile applications Cite this Article: Jyotishman Das, Consumer Perception Towards „Online Food Ordering and Delivery Services“: An Empirical Study, Journal of Management, 5(5), 2018, pp 155-163

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Chapter 5: Theory of Consumer Behavior 104 Study Problems 1 The following figure shows a portion of a consumer's indifference map The consumer faces the budget line ZL, and the price of Y is \$20 a The consumer's income = \$_____ The price of X is \$_____ b The equation for the budget line ZL is ...

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Nancy JRabolt (2004), consumer behavior is the study of the processes involved when individuals or groups, select purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires According to Frank RKardes (2002), consumer behavior is the study of human or consumer responds to products, services and the

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lens model carry over to the study of consumer behavior Customers see the world through the lens of perceptions and their preferences are based on those perceptions Choice is dependent upon customer preferences, but other influences, such as availability and perceived price, also influence the products that customers choose Product Features

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iii CERTIFICATE This is to certify that the dissertation titled —Study Of The Effectiveness Of Online Marketing On Integrated Marketing Communication is the bona-fide research work carried out by Ms Amruta Vijay Pawar, student of MPhil, at DY Patil

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