

## CONSUMER MARKETS AND BUYER BEHAVIOURS



Consumerism, though it has lost some steam in times of this pandemic, is a prevalent and intensifying phenomenon in all market oriented economics of the globalised world. We as consumers are exposed to a wide range of stimuli and our buying behaviour lies submerged in our subconscious. It is a matter of general interest as to how marketing tries to

analyse consumer markets and buying behaviour for designing marketing strategies.

### Module Elements :

- Models of Consumer Behaviour
- Factors influencing Buying Behaviour
- Buying Decision Process
- Stages of Buying Decision Process
- Post Purchase Behaviour

**Objective :** To acquaint the audience with the theoretical underpinnings of this aspect of marketing.

**Learning Outcomes :** Applications to marketing of niche and distinct product categories which entrepreneurs in Uttarakhand can undertake.

**Level :** Intermediate

**Duration :** Three Days

**Course Facilitator :** Vaishali Bisht, IPSDR, Kumaun University Nainital

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**Registration Link :**

<https://docs.google.com/forms/u/0/d/e/1FAIpQLSdZdYg4g9K4DFpRgfsasx4AyMnX08oMziyd1Zh7EQuyyZXnJg/formResponse>

☞ **Participants will be awarded e-certificates on successful completion of the course.**