

NATURE AND SCOPE OF CONSUMER BEHAVIOUR

QUESTIONS THAT REFLECT THE CONSUMER BEHAVIOUR

- ❖ **WHAT PRODUCTS AND SERVICES CONSUMER BUY ?**
- ❖ **WHAT MAKES THEM BUY THEM ?**
- ❖ **WHEN THESE ARE BOUGHT ?**
- ❖ **FROM WHERE ?**
- ❖ **WHAT IS THE FREQUENCY OF BUYING ?**
- ❖ **HOW OFTEN THEY ARE USED ?**

Nature Scope Important Of Consumer Behaviour

Dr. F. C. Sharma



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