## NATURE OF CONSUMER BEHAVIOUR



Consumer Behaviour is dynamic in nature.

Complex in nature.

Consumer behaviour involves interactions

Nature of Consumer Behaviour Varies from consumer to consumer

Varies from region to region, country to country

Vital (important / essential ) for market

Influenced by different factors

Consumer behaviour involves exchanges

Improves standard of living

Activate

MANAGEMENT E-LEARNING

by Prof. Shivanjali Singh

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# **Nature Scope Important Of Consumer Behaviour**

**Hazel Kyrk** 

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