



Nature of Consumer Behaviour

**Different for
different
products**

Consumer behaviour is different for different products there are some consumers who may buy more quantity of certain items and very low quantity of some other items.

**Vital for
marketers**

The knowledge of consumer behaviour enables marketers to take appropriate marketing decisions.

**Undergoes a
change**

The consumer behaviour undergoes a change over a period of time depending upon changes in age , education and income level etc.

Nature Scope Important Of Consumer Behaviour

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Coutinho**



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