

and Management & Consumer Behavior

Session – 21

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Learning Objectives:

After completion of this session, the learner will be able to know:

- How motivation determines behavior of the consumer
- How personality determines behavior of the consumer

Topics to be Covered:

- Individual Determinants of Consumer Behavior
- Motivation
- Personality

Individual Determinants of Consumer Behavior

Consumer behavior is influenced by many different factors. A marketer should try to understand the factors that influence consumer behavior

 **30%**  **30%**

Motivation
Personality,
Perception,
Learning,
Attitude,
Reference
Group,
Family,
Social Class,
Culture,
Digitalization



Motivation

Motivation

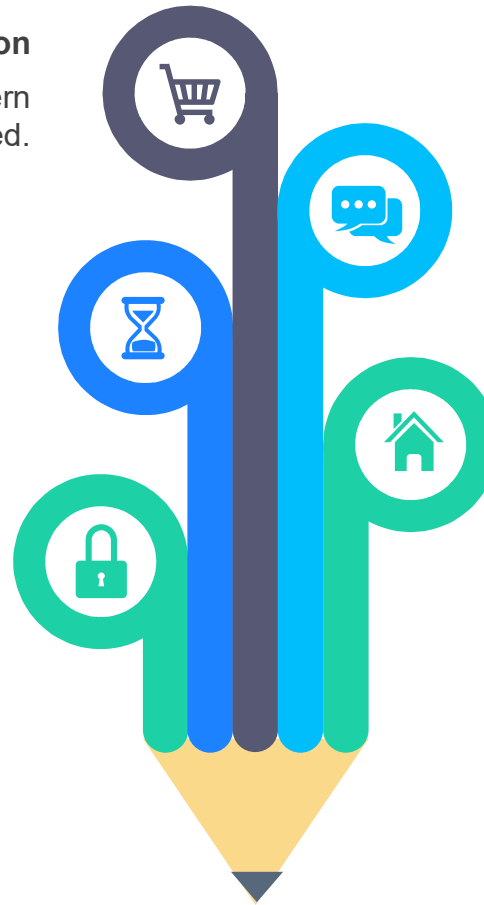
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Thank You

My Curiosity is all Yours

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