

BBA-402

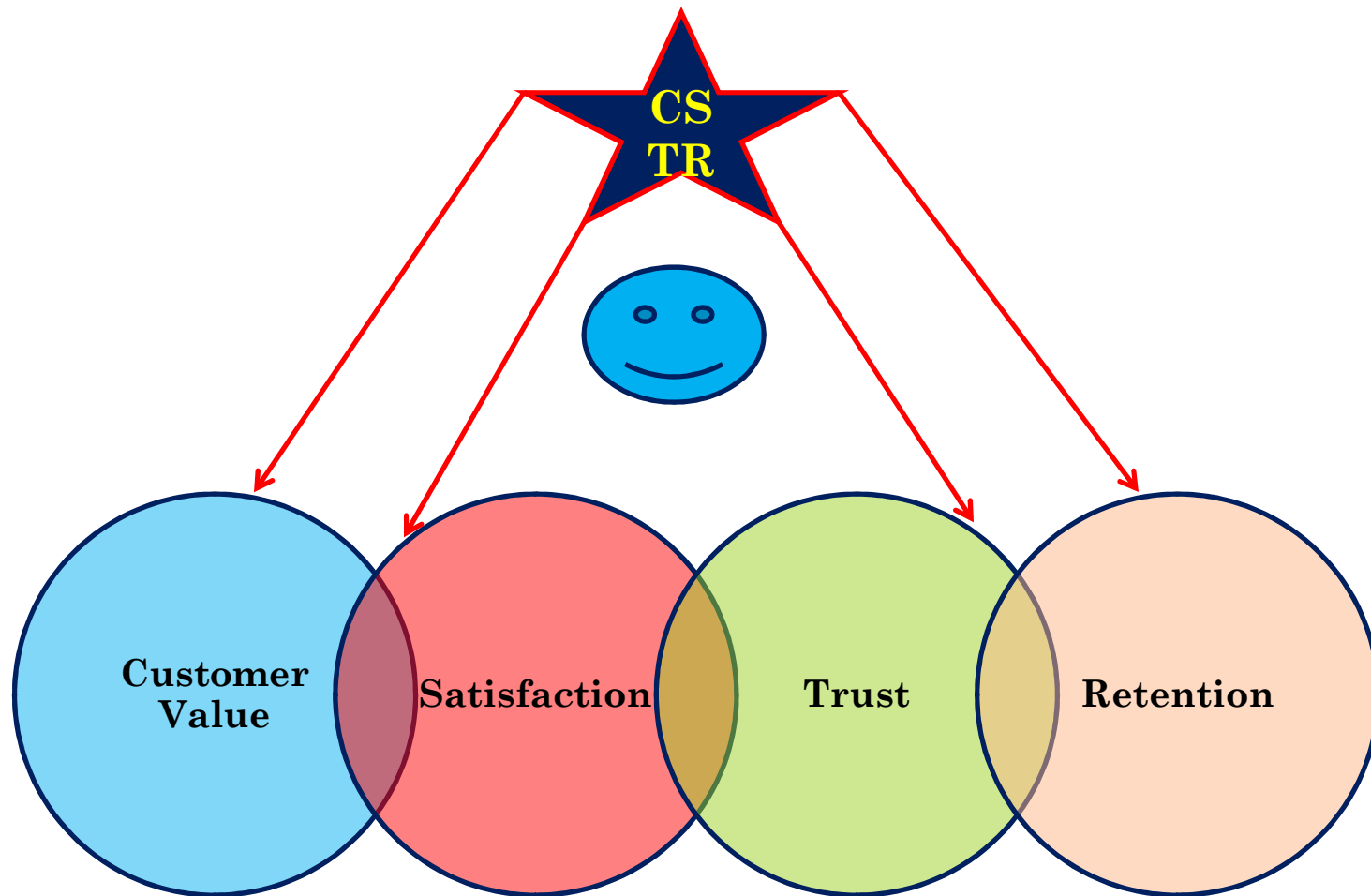
Marketing Management

The Marketing Concept

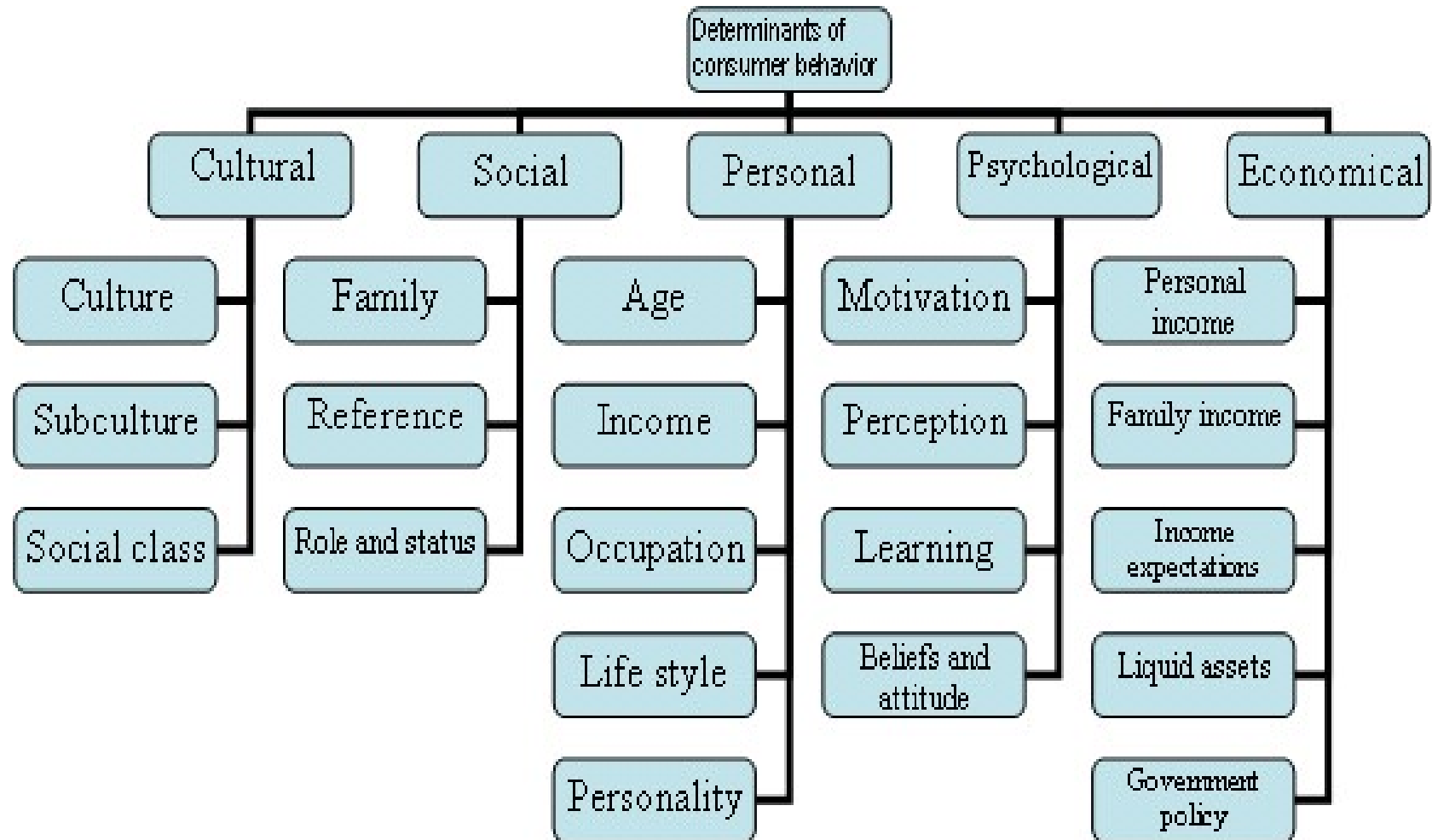
Munindra Prakash (Ph.D.)

Assistant Professor
FCM, Rama University
Kanpur

Important Terminology Related to Consumer Behavior



Factors Influencing Consumer Behavior



Basic Outline