

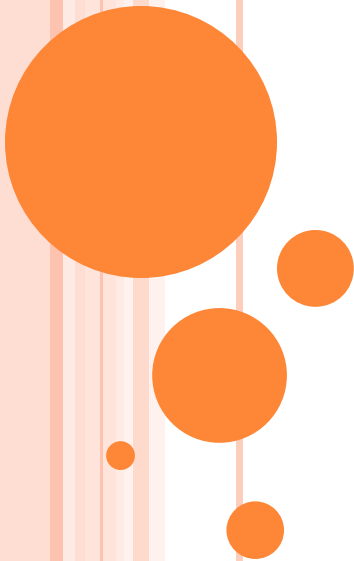
**BBA-402**

**Marketing Management**

# **The Marketing Concept**

**Munindra Prakash (Ph.D.)**

Assistant Professor  
FCM, Rama University  
Kanpur



# Product Buying Decision Process of Customer



A buying decision process is the process a customer goes through when buying a product.

These stages were first introduced by Engel, Blackwell and Kollat in (1968).





## Customer Buying Process

