



**[Glossary]**  
**[Introduction to Consumer  
behavior & Marketing Ethics]**

<b>Subject:</b>	Business Economics
<b>Course:</b>	B.A., 5 <sup>th</sup> Semester, Undergraduate
<b>Paper No. &amp; Title:</b>	Paper – 521 (Five Two One) Consumer Behavior
<b>Unit No. &amp; Title:</b>	Unit - 1 Introduction to Consumer behavior
<b>Lecture No. &amp; Title:</b>	1(One): Introduction to Consumer behavior & Marketing Ethics

## **Glossary:**

- **Consumer Behavior-** Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.
- **Sponsored Fundraising-** An alternative approach to fundraising that does not currently appear to be much in use is the idea of “sponsored” fundraising.
- **Sustainability-** Sustainability is a notion that proposes that socially responsible firms will somehow financially outperform other less responsible firms in the long run.
- **Primary activities-** It consist of inbound materials, operation, delivering finished products, sales/marketing and servicing clients.
- **Secondary activities-** It consist of functional departments like technology department, procurement department, human resource and finance department.