



[Summary]

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

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

Summary:

So, in today's session we have learnt that what we understand by consumer behavior, we also learnt about the scope of consumer behavior, further we studied the marketing concept and consumer behavior, we also studied about the consumer value, satisfaction and retention and finally we studied about marketing ethics and social responsibility.