

Subject: Business Economics

Course: B.A., 5th Semester, Undergraduate.

Paper No: 521

Paper Title: Consumer Behaviour

Unit No.: 5 (Five)

Title: Consumer Decision Making Process

Lecture No: 2 (Two)

Title: Consumer Decision Making

References

1. Loudon, D.L. and Bitta A.J. Della, Consumer Behavior, Fourth Edition, 2002, Tata McGraw-Hill, New Delhi.
2. Peter, P.J. and Olson, J.C., Consumer Behavior and Marketing Strategy, Seventh Edition, 2005, McGraw-Hill Higher Education.
3. Schiffman, L.G. and Kanuk, L.L., Consumer Behavior, Eight Edition, 2004, Prentice Hall, India.
4. Wells W.D. and Prensky, D., Consumer Behavior, 1996, John Wiley & sons, In

Links

1. <http://www.redsmarketingtips.com/businesscommunications/10four-views-of-decision-making>
2. <https://www.coursehero.com/file/10243037/Chapter007/>