



[Summary]

**[Consumer Decision Making &
Consumer Research Process]**

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:	2(Two): Consumer Decision Making & Consumer Research Process

Summary:

So, in today's session we studied about the model of consumer decision making, we also studied about the concept of consumer research paradigms and finally we understood about the concept of consumer research process.