



[Reference and Links]

[Consumer Perception]

Subject:	Business Economics
Course:	B.A., 5 th Semester, Undergraduate
Paper No. & Title:	Paper – 521(Five Two One) Consumer Behavior
Unit No. & Title:	Unit - 2 Consumer as an Individual
Lecture No. & Title:	2: Consumer Perception

References:

- (1) Consumer Behaviour by Hawkins, Best and coney , 9th,Tata McgrawHill.
- (2)Consumer Behaviour in Indian Perspective by Suja Nair , Himalya publishers.
- (3)Conceptual Issues, in Consumer Behaviour by S Ramesh Kumar Pearson Publication .
- (4)Customer Behaviour: A Managerial Perspective by Sheth and Mittal , Thomson Publication.

Links:

- 1) https://www.consumerpsychologist.com/cb_Perception.html
- 2) <http://smallbusiness.chron.com/consumer-perception-theory-40176.html>
- 3) <http://marketingmixx.com/consumer-behavior-2/76-consumer-perception.html>
- 4) <http://consumerbehaviour4vtu.blogspot.com/2009/03/perception.html>
- 5) <http://www.businessdictionary.com/definition/customer-perception.html>