



[Reference and Links]

[Consumer Learning]

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| 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: | 3: Consumer Learning |

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.tutorialspoint.com/consumer_behavior/consumer_behavior_learning.htm
2. <http://marketingmixx.com/consumer-behavior-2/82-consumer-learning-theories.html>
3. <http://consumerbehaviour4vtu.blogspot.com/2009/04/learning.html>
4. <https://madonmarketing.wordpress.com/2013/04/05/marketing-behavioural-learning-theory-in-practice/>
5. <https://managementinnovations.wordpress.com/2008/11/25/consumer-learning/>