

Dr. S.L. Gupta • Sumitra Pal

An Indian Perspective
CONSUMER
Behaviour
Text & Cases



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CONSUMER BEHAVIOUR

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Author's Acknowledgement : The writing of a Textbook always involves creation of a huge debt towards innumerable authors and publications. We owe our gratitude to all of them. We acknowledge our indebtedness in extensive footnotes throughout the book. If, for any reason, any acknowledgement has been left out we beg to be excused. We assure to carry out correction in the subsequent edition, as and when it is known.

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PREFACE

The marketing tools of analysis have gained a wide application in the process of consumer decision making, possibly because modern business problems have become so complex that decision maker's personal experience is no longer adequate to provide an appropriate solution. It has, therefore, become essential for persons associated with decision-making to possess at least a working knowledge of the relevant tools of analysis. The purpose of this book is to provide, in one volume, the various consumer behaviour theories which are deemed to constitute the subject-matter of Consumer Behaviour. This book is intended to explain in non-technical language, the buyer behaviour concepts, tools of analysis, their relevance in consumer decision-making and also the influence of marketing environment on business decisions. The scope of Consumer Behaviour is still in a state of flux and it may remain so in a computer based dynamic society with modern outlook of management.

It gives us great pleasure to place this book before the students, learned teachers, professionals and business executives. This book on *Consumer Behaviour: Text and Cases*, has been designed especially for the students of MBA, MBE, PGDBM, M.Com, BBA, BCA, BBE, BBS, BCAM, B.Com, of various Indian universities and management as well as technical institutes. The book is equally useful for students pursuing courses like B.Com, M.Com, etc., wherever Consumer Behaviour, is taught as one of the papers. The present book covers almost the entire syllabus of the said paper taught in various universities/autonomous institutes/institutes affiliated to Indraprastha University or other universities/bodies. Though the book is primarily meant for students, yet a study of the book will also enable practicing managers to systematize and improve their Marketing skills.

New Delhi

Prof. (Dr.) S. L. Gupta

Ms. Sumitra Pal

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Principles and Practice of Management

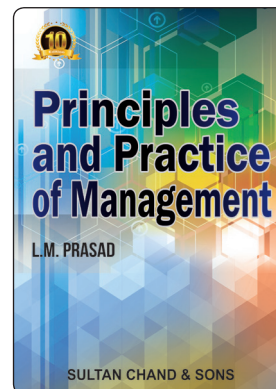
L.M. Prasad

About the Book

The book in the present edition has been thoroughly revised and restructured. All the chapters have been re-written not only to incorporate new developments in Principles and Practice of Management but also to make the subject-matter more lucid and crisp. Thus, the present edition is vastly improved both in terms of contents and presentation.

Salient Features

- Comprehensive coverage of Subject-matter with latest developments.
- Authentic presentation of the subject matter with suitable Figures, Tables and Exhibits.
- Proper blend of theory and practice.
- An opening case study so that the concerned concepts can be related to practices easily.
- Multiple choice questions, short answer questions, and discussion/application questions at the end of each chapter to test the assimilation of subject-matter concerned.
- Awareness Developer at the end of each chapter to enable the reader to assess her/his behavioral pattern.
- Case study at the end of each chapter for class-room discussion to sharpen diagnostic and analytical skills of the readers.
- Guidelines for learning through cases at the end of the book to enable the readers to make full use of learning through cases.
- Glossary at the end of the book for bird's eye-view.
- Chapter Outline at the beginning of every chapter to give a bird's eye view of the topics covered.



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- Development of Management Thought
- Management Challenges and Opportunities
- Social Responsibility and Ethics

Part II: Planning

- Fundamentals of Planning
- Organizational Plans
- Decision Making

Part III: Organizing

- Fundamentals of Organizing
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Part IV: Staffing

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Organizational Behaviour

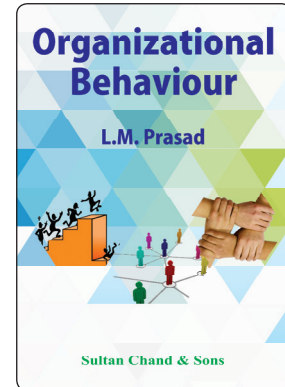
L.M. Prasad

About the Book

The book in the present edition has been thoroughly revised and restructured. All the chapters have been re-written not only to incorporate new developments in Organizational Behaviour but also to make the subject-matter more lucid and crisp. Thus, the present edition is vastly improved both in terms of contents and presentation. The book is ideally suited to MBA/PGDBM and other relevant courses.

Salient Features

- Most comprehensive coverage of subject-matter with latest development.
- Subject-matter presented in simple and lucid style with suitable Figures, Tables and Exhibits.
- Proper blend of theory and practice.
- An opening case of organizational behaviour so that the concerned concepts can be related to practices easily.
- Multiple choice questions, short answer questions, discussion/application questions at the end of each chapter to test the assimilation of subject-matter concerned.
- Awareness Developer at the end of each chapter to enable the reader to assess her/his behavioural pattern.
- Case at the end of each chapter for class-room discussion to sharpen diagnostic and analytical skills of the readers.
- Guidelines for learning through cases at the end of the book to enable the readers to make full use of learning through cases.
- Glossary at the end of the book for bird's eye view.



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Part I: Conceptual Framework for Organizational Behaviour

- Introduction to Organizational Behaviour

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Marketing Management Text & Cases

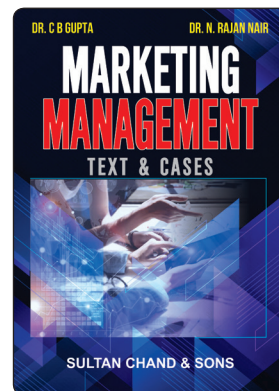
Dr. C.B. Gupta • Dr. N. Rajan Nair

About the Book

The book is an indispensable and well-written book on Marketing and contains several distinctive features. It contains several topics of contemporary interest eg., Relationship Marketing, Social Marketing, Rural Marketing, Market of Services, Consumer Protection, Strategic Marketing, Online Marketing and so on.

Salient Features

- Learning Objectives to give a bird's eye-view of the topics covered in each chapter.
- Lucid, concise and simple language.
- Systematic arrangement and analytical presentation.
- Liberal use of tables and diagrams to illustrate the text.
- Summary at the end of every chapter for quick revision.
- Case Study at the end of each chapter.
- Test Questions culled from examinations of various Universities and Business Schools.



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