## UNIT: 2

# Consumer Behavior In Services

#### BBA V SERVICE MARKETING

State @ 2010 by Levelage & Wine

Services Made eting 7/e

Chapter 2 - Plage 1

## **Definition: Consumer Behavior**

## Consumer Behavior :

Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.

# **Sm Consumer Behavior Aie**

**Schiffman Kanuk** 

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