



# **SNS COLLEGE OF ENGINEERING**

**Kurumbapalayam (Po), Coimbatore – 641 107**

**An Autonomous Institution**

**Accredited by NBA – AICTE and Accredited by NAAC – UGC  
with 'A' Grade**

**Approved by AICTE, New Delhi & Affiliated to Anna  
University, Chennai**

**DEPARTMENT OF MANAGEMENT STUDIES**

**COURSE NAME : 19BA403 – SERVICE MARKETING**

**II YEAR /IV SEMESTER**

**Unit 2 – FOCUS ON CUSTOMERS**

**Topic : SM – Assessing Market Potential**



# CONSUMER BEHAVIOUR

➤ **Consumer behaviour** is the study of how individual **customers**, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants.





# CONSUMER BEHAVIOUR

- The study of consumer behavior helps the marketers to not only understand what the consumer wants to buy but also helps to understand why they purchase it.
- For instance, Volvo understands that customers prefer their cars for safety, hence Volvo prioritizes safety in its cars.





**RECAP**

**QUESTIONS???**

**THANK YOU**