



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 – Customer Expectation



CONSUMER BEHAVIOUR

- Individuals from lower income group would never be interested in buying expensive and luxurious products.
- He would first fulfill his basic physiological needs like food, air, water etc. Trying to sell a Mercedes or a Rado watch to someone who finds it difficult to make ends meet would definitely be a disaster.



CONSUMER BEHAVIOUR

- For instance, Pedigree is a leading brand in animal food and nutrition.
- It analyzed the behavior of customers towards their product by the way they treat their dog: as a pet, companion or a family member.





RECAP

QUESTIONS???

THANK YOU