



# Consumer Behaviour Simplified

*Dr. Priti Kiran*

*Mrs. Suman Singh*

*Dr. Dipak Shukla*



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*Authored by:*

**Dr. Priti Kiran**

Assistant Professor, Department of Commerce and Management  
Srinath University, Jamshedpur

**Mrs. Suman Singh**

Assistant Professor  
Srinath University

**Dr. Dipak Shukla**

Professor and Academic Dean  
Srinath University

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## Preface

Businesses looking to develop effective marketing strategies and establish enduring connections with their clients must have a thorough understanding of consumer behaviour. The goal of **Consumer Behaviour Simplified** is to make difficult ideas understandable to marketers, entrepreneurs, students, and everyone else interested in the science underlying consumer behaviour.

Understanding the attitudes, motives, and cultural factors that impact purchasing decisions is more important than ever in the quickly changing digital age, as preferences change at an unparalleled rate. This book provides case studies, real-world examples, and insights from a variety of sectors in an effort to close the gap between theoretical frameworks and actual implementations.

The chapters have a logical flow, beginning with fundamental ideas, exploring psychological and social aspects, and ending with practical methods for affecting consumer behaviour. With tasks to reinforce learning and important takeaways, each chapter is organised to offer clarity.

Our goal has been to make this book applicable to both novices and seasoned pros. This book will act as a guide to help you negotiate the complex world of consumer behaviour, regardless of your level of experience as a marketer or your interest in human nature.

It is our intention that this book will encourage readers to think critically, to be creative, and to keep evolving in their comprehension of the consumer experience.

## **Acknowledgements**

It has been a team effort to create **Consumer Behaviour Simplified**, and we are grateful to many people for their advice, encouragement, and support.

First and foremost, we would like to express our sincere thanks to our professors and mentors, whose lessons served as the cornerstone for our comprehension of consumer behaviour. This work has been motivated by their support and insights.

We owe a debt of gratitude to our families for their patience and constant support during the writing process. Their unwavering support and faith in our mission have been a source of strength.

We are also appreciative to the scholars and marketing experts who contributed their knowledge and experiences, which gave the book useful viewpoints. We would especially want to thank our editors and reviewers, whose careful work made sure that our article was coherent and clear.

We appreciate your interest in this book, readers. Your excitement fuels our desire to produce material that is both accessible and meaningful.

Finally, we would like to thank the publishers for believing in our work and for their hard work in making this book a reality. We hope this book helps you understand the interesting world of consumer behaviour and gives you useful insights.

## About the Authors



**Dr. Priti Kiran** is an accomplished professional with 17 years of diverse experience spanning academia and industry, having contributed to leading universities in India and collaborated with top corporate brands. She has a strong academic portfolio, including seven national and international research publications, a book on Marketing, a book chapter, and a patent to her credit. A dedicated mentor and educator, she has guided numerous undergraduate and postgraduate students, as well as research scholars, helping them achieve academic and professional excellence. Known for her dynamic leadership and enthusiasm for learning, Dr. Priti has actively participated in and organized several conferences, seminars, and workshops. She also conducts online sessions on skill development, empowering learners with practical knowledge. Beyond her professional commitments, she is passionate about fitness and cooking, which has inspired her to become an online fitness guide and trainer, combining her love for wellness with her dedication to teaching and mentoring.



**Mrs. Suman Singh** is an accomplished professional with altogether 16 years experience in both corporate and academic environments. With a strong educational background in economics and management, she has effectively contributed to the administrative functions and policy development at CETPA Infotech. As a co-founder of myfuturebook.com, she has demonstrated entrepreneurial skills, achieving significant recognition at both the national and state levels. Currently, Mrs. Suman is imparting knowledge and expertise to students as an Assistant Professor at Srinath University, continuing to make a significant

impact in the field of commerce and management. She has three national publications in renowned journals.



**Dr. Dipak Shukla** is a Professor and Academic Dean having teaching acumen for General Management, Business Analytics, TQM, Soft Skills Lab and Personality Development Courses. He has presented Research Papers in National and International Conferences and has also published in Scopus, UGC-Care and International Journals. He has Doctor of Philosophy in Commerce; Master's in Technology, Business Administration & Information Technology and UGC-NET Certificate. He has got industry experience on Software Tools, like, Power BI, Tableau and Python. He has worked on Business Analytic Projects and has also worked as a Corporate Trainer for Business Intelligence Tools, Project Leader and Marketing Manager. He has delivered lectures for diverse audiences including International in association with other institutions on Business Intelligence Tools, Self-Management, Deming's Philosophy and Total Quality Management.



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## ABOUT THE AUTHORS



**Dr. Priti Kiran**

Assistant Professor, Department of Commerce and Management  
Srinath University, Jamshedpur



**Mrs. Suman Singh**

Assistant Professor  
Srinath University



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