

Consumer Behaviour

II MBA III semester

Videos

<https://nptel.ac.in/courses/110105029>

https://onlinecourses.swayam2.ac.in/imb25_mg213/preview

<https://www.youtube.com/watch?v=yv2cp1fmSt0>

<https://www.productmarketingalliance.com/what-influences-consumer-behavior-video/>