

Factors Affecting Consumer Behaviour

There are many factors affecting consumer behaviour. These factors can influence consumer decisions in various ways and understanding them is crucial for companies that want to create products and services that resonate with their target audience. The factors do not affect equally to all the buyers, ~~they~~ they have varying effect on their behaviour.

Following are the influencing factors of consumer behaviour -

- A. Cultural Factors; cultural factors can influence consumer behaviour in the following ways;
1. Broad culture; Broad culture refers to the way of life of a group of people, including their ~~beliefs~~ beliefs, values, behaviours and symbols. The child @ arrives a set of values