

# **Consumer Buying Behaviour Course Outcomes**

## **CO1**

**In a given situation the students will be able to formulate promotional strategies for an organization.**

## **CO2**

**In given circumstances the students will be able to adapt models of consumer behavior to develop strategies for an organization.**

## **CO3**

**In a situation the student will be able to choose and combine various factors influencing purchase decision.**

## **CO4**

**In a given situation the students will be able to predict and propose factors motivating consumers to make a purchase decision.**

## **CO5**

**In a given situation the students will be able to imagine life cycle stage of consumer and design strategies for the product.**

## **CO6**

**In a given situation the students will be able to modify consumer perception towards a product and develop repositioning strategies.**