



Consumer Behaviour – A Study with Special Reference to Post GST Regime - 2017

Gururaj S Karadi

Assistant Professor, Department of MBA, at BLDEA's VP Dr. P G Halakatti College of Engineering & Tech., Bijapur, Karnataka

Abstract

Consumer behaviour is comparatively a new field of study which evolved just after the World Warfare II. The vendors showcase has vanished and purchasers advertise has come up. This prompted outlook change of the maker's consideration from item to purchaser and exceptionally centered on the shopper conduct. The assessment and evaluation of promoting an idea or a concept to consumer oriented showcasing has brought about purchaser conduct turning into a free teach. The improvement of consumerism and purchaser enactment accentuates the significance that is given to the buyer. Purchaser behaviour is an investigation of how people settle on selections to spend their accessible assets (time, cash and exertion) or utilization related perspectives Thus market advertisers desired to get in-depth information of buyers purchasing habits. .. Finally the research made on the consumer knowledge acted as an imperative and important tool in the hands of business marketers to forecast the future buying behavior process of customers and devise four marketing strategies in order to create long term relation with customer.

The scientific literature research on the influences on individual actions is highly relevant to this second group of policy, particularly on:

- 1.The designing of policies by the government authorities
- 2.The potential scope and limits of policies which are designed by government authorities change the action attempting towards change in buying behaviors;

With this study to sum up, the political environment changes of a country has always been influencing over the consumer behaviors. Especially in recent times with GST reforms in the Indian political scenario where both the organizations and consumers have become the constraints for these changes to get adapted.