MARKETING IMPLICATIONS OF ENVIRONMENTAL INFLUENCES ON CONSUMER BUYING BEHAVIOUR

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ABSTRACT

This paper is focused on evaluating the marketing implications of environmental influences on consumer such as family, status / roles and reference groups on Consumer Behavior patterns. The paper explored a large amount of secondary sources information and exposed its importance to marketers in understanding consumer behavior on the basis of these factors. The finding suggests that environmental influences place a considerable role in framing the consumer buying behavior. The study brought out major marketing implications concerning environmental influences and also attempt to provide valuable suggestions to marketers to improve their existing system in framing consumer oriented unique marketing strategies.

KEY WORDS: Consumer, Environmental influences, Marketing Implications, Buying Behavior