

**WEBINAR ON
'BEHAVIOUR AND MARKETING RESEARCH'**

BY DR. KRISHNA MOHAN

19th June, 2020

Department of MBA organized a Webinar (Online Guest Lecture) on 'Behaviour and Marketing Research' for all MBA & M. Com Students on 19th June, 2020. Dr. Krishna Mohan, Registrar, Andhra University was the Resource Person. He focused on important factors that influences an individual while buying a product and he cited live illustrations of buying behavior of an individual. As well he focused the difference between individual behaviour and industrial consumer behavior while purchasing a product. He gave information about purchasing behavior process of an individual in the market. Apart from that he explained how marketing conditions impact a buyer. He concentrated on online buying behavior process also. Such as the methods used by an individual behaviour.

SCREENSHOTS

