

Paper –CONSUMER BEHAVIOUR

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Topic-Case Study

Buy It like Beckham!

When Victoria Beckham's blue and white porcelain Roberto Cavali dress turned out to be a big hit among fashionistas recently, she surprised her fans by saying her husband had chosen it for her. my husband picks out most of my clothes for me," she added. Men shopping for clothes and cosmetics for women is a huge trend across the world and in India too many wives are now happy to let their spouses shop for them. Men have fine-tuned tastes, and often instinctively know what will look good on women. though many men hate to shop, when it comes to buying women's things, they seem to have mastered the art of picking out the best says fashion style expert Sheetal Sharma "my husband is so aware of fashion trends that i am always taking fashion advice from him. when he travels, he picks out some of the nicest clothes for me and it is never typical or run of the mill kind of clothing the most unusual and best clothes in my wardrobe have been bought by him. recently, he bought me a pair of designer sunglasses and that is not easy unless you try them on. but he got it right and i just love them. a well-known fashion guru has been shopping for his wife for 20 years now "i know exactly what she likes and that her favour colours are white, black and orange," he says. "in fact, when we go shopping together, she tends to be a little more picky, but when I shop for her, she usually likes whatever i buy. i enjoy doing it immensely another young professional, who loves the clothes her husband

buys for her on his trips abroad, adds, he travels so much that he makes up by getting me things from many places. besides clothes, he also shops for cosmetics, skin care products and shoes and his taste is impeccable. he just observes where most shoppers are heading towards and joins them. but not all women always like what their men buy for them. a few complain that their men do not get the kind of perfumes they and sometimes they go wrong in the clothes.

Q. What do you mean by Buying Motive?

Q. How Buying Motive of Consumers are changing in Dynamic Business World?