

Marketing Specialization Subjects

Course Name: Consumer Behaviour

Course Code: 15MB61M0

Semester III / Year II

L-T-P : 3-0-0

Credits : 3

COURSE OUTCOMES

After completion of this course, the student will be able to

1. Apply concepts used in the study of consumer behavior.
2. Apply the knowledge of consumer behavior concepts to analyze changing consumer profiles and factors influencing consumer purchase decision
3. Create better marketing programs and strategies basing on the knowledge of consumer behavior.

SYLLABUS

Introduction to Consumer Behavior: Introduction – Need for understanding Consumer Behavior – Customer Value, Satisfaction and Retention – Nature and Characteristics of Indian Consumer – Changing Patterns of Indian Consumer Behaviour – Factors Influencing Consumer Behavior – Basic Model of Consumer Decision Making Process - Problem Recognition – Search for Information and Evaluation – Purchase Decision – Post Purchase Behavior.**The Consumer as an Individual:** Consumer Motivation – Personality and Consumer Behavior – Consumer Perception – Learning – Consumer attitude formation and Change – Communication and Consumer Behavior. **Consumers in their Social and Cultural settings:** Culture – Sub-Culture – Family buying decision – Family Life Cycle – Roles of Family members – Social Class – Life Style Profiles– Reference Groups. **Consumer Decision Making Process:** Models of Consumer Behavior – Nicosia Model, Howard and Sheth Model, Engel – Kollat – Blackwell Model, Sheth- Newman- Gross Model – Diffusion of Innovation – Consumerism – Online Consumer Behavior.

RECOMMENDED TEXT BOOK

1. Leon G Schiffman, Kanuk and S Ramesh Kumar, Consumer Behavior ISBN: 978-81-317-3156-7, Pearson - 10th Edition

REFERENCE BOOKS

1. Consumer Behavior; Concepts and Applications – Loudon and Bitta – 4th Edition, TMH
2. Consumer Behavior: Insights from Indian Market – Ramanuj Majundar – PHI