

Consumer Behaviour



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Description

Consumer Behaviour SOLVED PAPERS AND GUESS

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ABOUT THE BOOK

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Consumer Behaviour

Syllabus

(306 MKT) CONSUMER BEHAVIOUR

Unit

Contents

Sessions

1

Environmental Influences on Consumer Behaviour

Basics: Meaning of Customers & Consumers, Consumer Roles, Consumerism & De-marketing.

Culture & Sub-culture: Meaning, Characteristics & Relevance to Marketing Decisions.

Social Class: Meaning, Measurement, Effect on Lifestyles.

Social Groups: Meaning & Group Properties & Reference Groups.

Family: Family Life Cycle & Purchasing Decisions.

Marketing Mix: Influence of marketing mix variables.

2

Individual Determinants of Consumer Behaviour

Personality and Self Concept: Meaning of Personality, Influence on Purchase Decisions.

Motivation and Involvement: Types of Buying Motives, Motive Hierarchy, Dimensions of Involvement.

Learning and Memory: Meaning & Principal Elements of Learning, Characteristics of Memory Systems, Recall.

Attitudes: Meaning and Characteristics, Strategies for Changing Attitudes, Intentions and Behaviours.

3

Consumer Decision Making Process

Problem Recognition: Types of consumer decisions, types of Problem Recognition, Utilizing problem recognition information.

Search & Evaluation: Types of information, Sources of Information Search, Search, Experience and Credence Aspects -Marketing Implications.

Situational Influences on Purchase Decisions.

Purchasing Process: Why do people shop? Store & Non-store Purchasing Processes, Purchasing Patterns.

Post-purchase Evaluation & Behaviour: Consumer Satisfaction, Dissatisfaction, Customer Delight, Consumer Complaint Behaviour, Post- Purchase Dissonance.

4

Consumer Behaviour Models

Howard Sheth Model

Engel – Blackwell – Miniard Model

5

Indian Consumer

Demographic & Socio-economic Profile

Measurement of social classes in India using Socio-Economic Classes (SEC) in Urban & Rural Markets

Living Standards Measures (LSM).

Characteristics of BoP Consumers.

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2. Delivery in 5-7 days

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