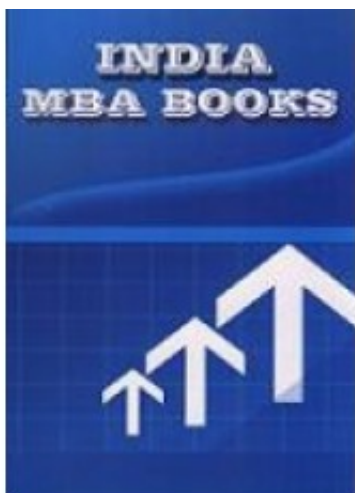


# CONSUMER BEHAVIOR



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Unit 2: INDIVIDUAL DETERMINANTS OF CONSUMER BEHAVIOUR

Consumer needs & motivation; personality and self-concept; consumer perception; learning & memory;

nature of consumer attitudes; consumer attitude formation and change.

Unit 3: ENVIRONMENTAL DETERMINANTS OF CONSUMER BEHAVIOUR

Family influences; Influence of culture; subculture & cross cultural influences; group dynamics and

consumer reference groups; social class & consumer behaviour.

Unit 4: CONSUMER'S DECISION MAKING PROCESS

Problem recognition; Search & Evaluation; Purchase processes; Post-purchase behaviour; personal

influence & opinion leadership process; Diffusion of innovations; Models of Consumer Behaviour;

Researching Consumer behaviour; Consumer research process.

Unit 5: CONSUMER SATISFACTION & CONSUMERISM

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