

CONSUMER BEHAVIOUR



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II YEAR – III SEMESTER

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ELECTIVE COURSE – MARKETING-CONSUMER BEHAVIOUR

Unit I

Introduction to Consumer Behaviour – Marketing Concept and the discipline of Consumer Behaviour – Customer Value, Satisfaction and Retention – Consumer Research Process – Market Segmentation and Positioning.

Unit II

Psychological Influences on Consumer Behaviour: Consumer needs, Goals and Motivation – Personality and Consumer Behaviour – Consumer Perception.

Unit III

Consumer Learning, Memory and Involvement – Consumer Attitude - Formation Attitude Change Strategies – Communication and Consumer Behaviour.

Unit IV

Sociological Influences on Consumer Behaviour: Influence of Culture and Subculture – Social Class Influences – Reference Group and Family Influences – Household Decision Making – Communication within Groups and Opinion Leadership.

Unit V

Consumer Decision Making Process: Situational Variables - Problem Recognition – Information Search – Evaluation of Alternatives – Outlet Selection and Purchase – Post-Purchase Action. Innovations and the Diffusion Process – Organisational Buyer Behaviour.

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