

CONSUMER BEHAVIOUR



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Description

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UNIT-I

Consumer Behaviour and Marketing Action - An overview - Consumer involvement - Decision-Making Processes - Purchase Behaviour and Marketing Implications - Consumer Behaviour Models.

UNIT-II

Environmental influences on Consumer Behaviour - Cultural influences - Social class-Reference groups and family influences - Opinion leadership and the diffusion of innovations-Marketing implications of the above influences.

UNIT-III

Consumer buying behaviour - Marketing implications - Consumer perceptions-Learning and attitudes - Motivation and personality-Psychographics - Values and Lifestyles, Click-o-graphic.

UNIT-IV

Strategic marketing applications - Market segmentation strategies - Positioning strategies for existing and new products, Re-positioning, Perceptual Mapping - Marketing communication - Store choice and shopping behaviour - In-Store stimuli, store image and loyalty - Consumerism - Consumer rights and Marketers' responsibilities.

UNIT-V

The Global Consumer Behaviour and Online buying behaviour - Consumer buying habits and perceptions of emerging non-store choices - Research and applications of consumer responses to direct marketing approaches - Issues of privacy and ethics

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