

VEER NARMAD SOUTH GUJARAT UNIVERSITY

M.COM. (PART - II)

2006-07

MARKETING MANAGEMENT

PAPER- IV

CONSUMER BEHAVIOR.

1. **Introduction to consumer Behaviour - (15%)**
Meaning and rationale of consumer Behaviour - Profile of Indian consumer -- consumer behaviours multidisciplinary approach - socioeconomics contribution of consumer behaviours -- consumer behaviour as marketing discipline
2. **Market Segmentation: (10%)**
Bases of segmentation - Criteria for segmentation – Targeting Strategies- Types of Marketing. - Profile of Indian Consumers
3. **Social Class and Consumer Behaviour**
What are social class categories The measurement of social class social class mobility - social class and *live* style -- Socio demographic clustering -- The affluent and non-affluent consumer class.
4. **The Family (10%)**
Functions of the *family* decision making Family roles Dynamics of husband wife decision making Children influence of T.. Viewing on childrens - The family life cycle.
5. **Consumer needs and motivation (10%)**
Motivation process, the dynamic nature of motivation. Motivation theories and its marketing implications, The measurement of motives.
6. **Perception, Sensation, Learning and Consumer Involvement (15%)**
Perception - Meaning perception, Sensation - The dynamics of perception, consumer imagery, consumer perceived risk.
-> Learning and consumer involvement -- Meaning Elements of Learning
- Theories of learning Consumer knowledge
7. **The nature of consumer attitudes** Meaning --
Structural models of attitudes.
8. **Communication and Persuasion (10%)**
The communication process -- components of communication Designing persuasive communications.

9. Diffusion of innovation

(10%)

The diffusion process — The innovation -- the channel of communication, the social system, time – The adoption process – stages in the adoption process -- limitation of adoption Process

Reference Books :

1. Consumer Behaviour - Schiffman
2. Consumer Behaviour – Engle & Black Well
3. Consumer Behaviour – Bennett & Kassarian.
4. Consumer Behaviour --- Text & cases –Nair, Suja
5. Marketing and Consumer Behaviour--by Raghbir Singh.