

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
CONSUMER BEHAVIOUR

Objective:

The basic objective of this course is to develop an understanding about the consumer decision making process and its applications in marketing function of firms.

Contents:

Introduction to Consumer Behaviour, Consumer Behaviour and Marketing Strategy, Models of Consumer Behaviour, **Consumer Research, Market Segmentation**, Consumer Motivation, Information Processing and Consumer Perception, Learning and Consumer Behaviour Change Brand Loyalty and Brand Equity, Consumer Attitudes and Attitude Change, Influence of Personality and Self-concept on Buying Behaviour, Psychographic and Lifestyle, Group Influence, Social Class and Cultural Influence, Diffusion of Innovation, Family Decision Making, Industrial Buying Behaviour, Consumer Behaviour Audit, Consumer Behaviour Studies in India

Marketing Research:

Consumer Research, Product Research, Segmentation Research, Sales & Marketing Research

References:

1. Schiffman, Leon G. and Leslie Lazar Kanuk, (2007), *Consumer Behaviour*, Prentice Hall of India, New Delhi, 9th ed.
2. Peter J. Paul and Jerry C. Olson, *Consumer Behaviour and Marketing Strategy*, Mc-Graw Hill companies, New Delhi, 7th ed.
3. Loudon and Della Bitta, *Consumer Behaviour*, Tata Mc-Graw Hill companies, New Delhi, 4th ed.
4. Blackwell and Engel, *Consumer Behaviour*, Cengage India, New Delhi
5. Majumdar, Ramauj, *Consumer Behaviour: Insights from Indian Markets*, Prentice Hall of India, New Delhi
6. Hoyer, MacInnis,

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Hoyer, MacInnis
and Dasgupta
Consumer
Behaviour
Biztantra Latest Edition
R3 Evans Consumer
Behaviour
Wiley Indian
Edition
Latest Edition
R4 Peter and Olson Consumer
Behaviour &
Marketing Strategy
Tata
McGraw-Hill
Latest Edition