

CONSUMER BEHAVIOUR (With effect from 2014-15)

1) An introduction to consumer behaviour

- meaning, definition and relevance of consumer behaviour study
- the development of consumer behaviour as a separate field of study
- growth of consumer research
- few models of consumer decision making
- trends in consumer behaviour

2) CONSUMER PERCEPTION

- concepts underlying perception
- external and internal factors
- the perceptual process
- consumers imagery and marketing implications
- perceived risk

3) CONSUMER – LEARNING

- elements of learning process
- types of learning process
- classical conditions
- consumer memory
- operant or instrumental conditioning
- cognitive theory
- observational learning or modeling

- low involvement
- habit
- brand loyalty
- customer loyalty

4) PERSONALITY AND LIFESTYLE INFLUENCE

- meaning of lifestyle, Aio and Vals framework
- changing lifestyle trends of Indian consumers
- personality
- a business today – Synovate study
- personality influence and consumer behaviour
- certain inter related consumption and possession personality traits
- self concepts or self image

REFERENCES :

1. Consumer behaviour in Indian perspective By Suja R. Nair
2. Consumer behaviour by Benett and Kassarian
3. Consumer behavior – Schettiman
4. Consumer behavior – C.N.Sontakki
5. Consumer behavior – Engel and Black Well
6. Marketing and Consumer Behaviour by Raghbir Singh

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_ 1) ATTITUDE AND BEHAVIOUR

- Attitudes
- Nature of consumer attitude
- A simple model of the relationship between attitudes and behaviour
- attitude measurement
- Attitude change
- Factors involved in attitudes formation or development
- Theories of attitude
- Models of attitude
- Strategies for attitude reinforcement And CHANGE

2) MOTIVATION:

- Differences between motives, motivating and motivation
- Needs and goals.
- The Dynamic characteristics of motivation.
- Various theories of needs (Maslow's MCCLELLAND'S, ALDERFER'S, VRPPM'S)
- Motivational Research

3). DEMOGRAPHICS, SOCIAL CLASS AND CULTURE.

- Meaning of Social Stratification and Social Class.
- Nature of Social Class Influences.
- Social Class Characteristics

- The growing Indian Middle Class – A Study
- Social Influence on Consumer Behaviour.
- Culture (Definitions and Meanings)
- Traditional and Changing Indian Values
- Sub Culture
- Cross Cultural Marketing Analysis.

4). References Group Influence.

- Factors Relevant to reference Groups Exerting Influence.
- Reference Group Characteristics Influencing Consumer Behaviour.
- Types of reference Groups.
- Groups Relevant to Consumer Behaviour.
- Reference Group and Consumer Conformity to the Group
- Benefits of reference group Appeal.
- Marketing Applications of Reference group Appeal.

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1. Consumer behaviour in Indian perspective By Suja R. Nair
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