

Veer Narmad South Gujarat University, Surat.
M.com (External)
CONSUMER BEHAVIOUR (With effect from 2022-23)

- Objectives :** 1. To impart the conceptual knowledge in the area of consumer marketing.
2. To acquaint the students with the marketing problems in the area of consumer behaviour.

Course Outcomes:

Students will be well prepared with core concepts of consumer behaviour. They will also learn about consumer perception factors, external and internal affection perception. This help students to know how consumer learning take place and leads to image building and creates customer loyalty and brand loyalty. How consumer personality and life style determine their choices for various products. It will also help understand, how demographics and social class influence consumer choices and influence overall market demand for various products. This paper will help students to know about attitude development and its relationship with consumer behaviour and what factors lead to attitude formation and change. Students will also learn about motivation factors and theories influential in consumer behaviour. This paper will also help students to know about new platforms and choices available to consumers for shopping and what factors are influential in choice building on these online platforms. How the peer groups and reference groups shape consumer behaviour and help consumers in their decision- making choices.

Syllabus:

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| 1) An introduction to consumer behaviour | 10% |
| - 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 | 10% |
| - concepts underlying perception | |
| - external and internal factors | |
| - the perceptual process | |
| - consumers imagery and marketing implications | |
| - perceived risk | |
| 3) CONSUMER – LEARNING | 10% |
| - 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 | 10% |
| - 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

5) ATTITUDE AND BEHAVIOUR

10%

- 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

6) MOTIVATION:

10%

- 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

7) Online consumer behaviour

10%

- History of the internet and E- commerce
- The internet in India
- Online decision -making process
- developments and concerns in Indian net connections

8). DEMOGRAPHICS, SOCIAL CLASS AND CULTURE.

10%

- Meaning of Social Stratification and Social Class.
- Nature of Social Class Influences.
- Social Class Characteristics
- Social Influence on Consumer Behaviour.
- Culture (Definitions and Meanings)
- Sub Culture

9). References Group Influence.

10%

- 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.

10) Consumer decision making

10%

- Decision making concept
- Different views of consumer decision making
- Consumer information processing
- Types of households
- The household life cycle
- A model of household decision -making

11) Case study

REFERENCES :

1. Consumer behaviour in Indian perspective By Suja R. Nair
2. Consumer behaviour by Benett and Kassarjian
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