

## **MB403.2 Consumer Behaviour**

### **Learning Objectives:**

- This course enables the students to know about how the markets, consumers behave under different situations.
- This would also provide insights on how the cultural, social, personal and psychological factors influence the consumer behavior.
- To understand consumer behavior in Indian context.

### **Unit-I: Introduction to Consumer Behaviour, Motivation and Personality**

Contemporary Dimensions of Consumer Behaviour, CB Research Process, Concepts of Motivation, Motivation Theories and Applications in Marketing, Personality – Concept, Freudian, Trait and Other Theories of Personality and Their Marketing Implications.

### **Unit-II: Perception and Learning**

The Concept of Perception, Perceptual Process and Its Impact on Marketing Strategies, Learning principles and Their Marketing Implications: Concepts of Conditioning, Classical Conditioning Theory, Important Aspects of Information Processing Theory, Encoding and Information Retention, Retrieval of Information, Split-Brain Theory.

### **Unit-III: Extrinsic Factors influencing Consumer Behaviour**

Social and Cultural Settings: Culture, Sub – Culture and Cross Cultural Marketing Practices. Family and Family Life Cycle – 1, 2, 3, Social Class and Consumer Behaviour, Group Dynamics and Reference Groups, Personal Influence and Opinion Leadership

### **Unit-IV: Consumer Decision Making Process**

Consumer Decision Making: Information Search, Evaluation of Alternatives, Purchase Decision, Post – Purchase Behaviour, Customer Action and Disposal of Products.

### **Unit-V: Model of Consumer Behaviour**

Modeling Behaviour: Traditional Model, Contemporary Models, Generic Model of Consumer Behavior, Howard Sheth Model, Nicosia, Engel-Blackwell and Kollat Model, Engel- Blackwell and Miniard Model, Consumerism

**Suggested Books:**

1. Black – well, R. Miniard PW and Engel," Consumer Behavior", 2005, Thomson Learning.
2. Loudon and Della Bitta," Consumer Behavior",2004,TMH
3. Schiffman and Kannik,"Consumer Behavior",2004, Person Education/PHI
4. Gary Lilien,"Marketing Models",2000,PHI
5. Suja R.Nair," Consumer Behaviour in Indian perspective", 2010, HPH.

**Course Outcomes :**

- At the end of the course, the students will be able to develop marketing strategies that are consumer based and create and enhance customer value.