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## CONSUMER BEHAVIOUR

### Unit 1: Consumer Behaviour (10L)

- Nature, scope & application: Importance of consumer behaviour in marketing decisions, characteristics of consumer behaviour, role of consumer research, consumer behaviour – interdisciplinary approach, Introduction to 'Industrial Buying Behaviour' references with Consumer Buying Behaviour Market Segmentation: VALS 2 segmentation profile.

### Unit 2.1: Consumer Needs & Motivation (30L)

- Needs – Concept and Classification, Needs vs. Wants, The Motivation Process – Goal-directed Behaviour, Arousal of Motives, Theories of Needs & Motivation: Maslow's Hierarchy of Needs, McClelland's APA theory.

### Unit 2.2: Personality & Consumer Behaviour

- Importance of personality, theories of personality – Freudian theory, Neo-Freudian theory, Trait theory: Theory of self-concept/self-image.

### Unit 2.3: Consumer Perception

- Concept, Sensory Dynamics of Perception – Sensation, Absolute Threshold, Differential Threshold (JND), Marketing Applications of JND, Subliminal Perception, Perceptual Process: Selection, Organization & Interpretation.

### Unit 2.4: Learning & Consumer Involvement

- Elements of Consumer Learning – Motivation, Cues, Response, and Reinforcement, Learning theories: Behavioural Learning: Classical Conditioning, Strategic Applications of Classical Conditioning, Instrumental (Operant) Conditioning – Positive and Negative Reinforcement, Strategic Applications of Instrumental Conditioning, Cognitive Learning, & Involvement.

### Unit 2.5: Consumer Attitudes

- Formation of attitudes, functions performed by attitudes, models of attitudes: Tri-component model, multi-attribute model, attribution theory.

### Unit 3.1: Group Dynamics & Consumer Reference Groups (15L)

- Different types of reference groups, factors affecting reference group influence, reference group influence on products & brands, application of reference groups.

### Unit 3.2: Opinion Leadership Process

- Characteristics & needs of opinion leaders & opinion receivers, interpersonal flow of communication.

### Unit 3.3: Family & Consumer Behaviour

- Consumer socialization process, dynamics of family decision making, purchase influences and role played by children, family life cycle.

### Unit 3.4: Social Class Consumer Behaviour

- Determinants of social class, measuring & characteristics of social class.

### Unit 3.5: Culture & Consumer Behaviour

- Characteristics of culture, core values held by society & their influence on Consumer Behaviour, introduction to sub-culture & cross-cultural influences.

**Unit 4.1: Diffusion of Innovation****(10L)**

- Definition of innovation, product characteristics influencing diffusion, resistance to innovation, adoption process.

**Unit 4.2: Consumer Decision Making Process**

- Process- problem recognition, pre-purchase search influences, information evaluation, purchase decision, post-purchase evaluation; Situational Influences

**Unit 4.3: Models of Consumer Decision Making**

- Nicosia Model, Howard-Sheth Model, Engel, Kollat & Blackwell Model.

***NOTE: Cases & application to marketing will be taught with respect to each topic.***

**References:**

1. Consumer Behaviour: Loudon & Delia Bitta, Consumer Behavior, Tata McGrawHill.
2. Consumer Behaviour: Bennett & Kassarian, Consumer Behavior, Prentice Hall.
3. Consumer Behaviour: Schiffman, Kanuk & Kumar, Pearson, Prentice Hall.
4. Consumer Behaviour: S K Batra & S Kazmi, Excel Books
5. Consumer Behaviour: Hawkis, Bert, Coney, TMH
6. Consumer Behaviour and Managerial Decision Making – Kardes; PHI
7. Consumer Behaviour & Advertising Management – Datta & Datta; Vrinda