

SEMESTER-III

COURSE 2: CONSUMER BEHAVIOUR

Theory

Credits: 4

4 hrs/week

Course Objectives:

- To explain the concept of Consumer Behaviour & describe Consumer research process in detail.
- To understand the factors affecting consumer behaviour in detail.
- To analyse the consumer decision process.
- To assess the impact of consumer's motivation, personality on the buying behaviour.
- To impart the basic knowledge of consumer protection rights.

UNIT I: INTRODUCTION TO CONSUMER BEHAVIOUR:

Definition, Nature, Scope, Consumer Behaviour's Applications in Marketing: Consumer research process –Defining Research Objectives, Collecting & Evaluating Secondary Data, Primary Research Design, Collecting Primary Data, Analysing Data & Report Preparation.

UNIT II: FACTORS AFFECTING CONSUMER:

Behaviour Factors influencing Consumer Behaviour– External Influences – Culture, Sub Culture, Social Class, Reference Groups, Family, Internal Influences– Needs & Motivations, Perception, Personality, Lifestyle, Values, Learning, Memory, Beliefs & Attitudes.

UNIT III: CONSUMER DECISION MAKING PROCESS:

Types of consumer decisions, Consumer Decision Making Process - Problem Recognition - Information Search - Alternative Evaluation –Purchase Selection – Post purchase Evaluation, Buying pattern in the new digital era.

UNIT IV: CONSUMER MOTIVATION & PERSONALITY:

Consumer Motivation– Needs, Goals, Motive arousal, Maslow's Hierarchy of Needs, Freud's Theory of Motivation , Consumer Personality – Self-concept theory, Psychoanalytic Theory, Neo-Freudian Theory, Trait Theory.

UNIT V: MARKETING COMMUNICATIONS, CONSUMER RIGHTS:

Marketing Communication Process, Types of Communication systems – Interpersonal, Impersonal, Persuasive Communication, Consumer Protection Act 1986, Rights of consumers.

Reference Books:

1. Leen G. Schiffman and L.H.Kanuk: Consumer Behaviour, Pearson Education
2. Hawkins, Best, Coney: Consumer Behaviour Building Marketing Strategy, Tata McGraw Hill.
3. Kazmi : Consumer Behaviour, Excel Publishers.
4. Panwar, J.S. Beyond Consumer Marketing, Sage Response Books, New Delhi.
5. Mukesh Chaturvedi and Abhivan Chaturvedi : Customer Relationship Management An Indian Perspective. Excel Books.