

CONSUMER BEHAVIOUR

Learning Objective: This course is meant to equip undergraduate students with basic knowledge about issues and dimensions of Consumer Behaviour. Students are expected to develop the skill of understanding and analysing consumer information and using it to create consumer-oriented marketing strategies

Course Contents:

Unit I

Lectures: 15

Introduction to Consumer Behaviour; Introduction to Industrial Buying Behaviour. Consumer Needs and Motivation: Characteristics of Motivation, Arousal of Motives, Theories of Needs and Motivation: Maslow's Hierarchy of Needs, McLelland's APA theory, Murray's List of Psychogenic Needs, Bayton's Classification of Motives. Types of Involvement; Role of Consumer Research. Personality and Consumer Behaviour. Importance of Personality, Theories of Personality: Freudian Theory, Jungian Theory, Neo Freudian Theories, Traits Theory, Brand Personality, Theory of Self Images. Self-Concept and its importance

Unit II

Lectures: 10

Consumer Perception: Concepts of Absolute Threshold Limit and Differential Threshold Limit, subliminal Perception, Perceptual Processes: Selection, Organisation and Interpretation, Consumer Imagery: Product Positioning and Repositioning, Packaging as a Positioning Element, Perceived Price & Quality, Positioning of Services, Perceived Risk. Situational Influences on Consumer Behaviour: Social & Physical Surroundings, Temporal Factors, Moods, Reasons for Shopping, Atmospherics.

Unit III

Lectures: 12

Consumer Learning: Importance of Learning on Consumer Behaviour, Learning Theories: Classical Conditioning, Instrumental Conditioning, Cognitive Learning Theory, Consumer Involvement: Central & Peripheral Routes to Persuasion, Measures of Consumer Learning. Consumer Attitudes: Formation of Attitudes, Functions performed by Attitudes, Models of Attitudes: Tri-Component Model, Multi-Attribute Models, Attitude toward the Ad Model, Strategies of Attitude Change, Cognitive Dissonance and Attribution Theory

Unit IV

Lectures: 10

Influence of Consumer Reference Groups & Opinion Leadership. Types of Reference Groups, Factors affecting reference group influence, Word-of-Mouth Communication. Diffusion of Innovations: Product Characteristics Influencing Diffusion, Resistance to Innovation, Adoption Process. Opinion Leadership: Characteristics and Needs of Opinion Leaders & Opinion Receivers, Interpersonal Flow of Communication. Influence of Family as a Reference Group: Consumer Socialization Process, Consumer Roles within a Family, Purchase Influences and Role played by Children, Family Life Cycle

Unit V

Lectures: 9

Social Class & Consumer Behaviour: Determinants of Social Class, Measurement and Characteristics of Social Classes. Influence of Culture on Consumer Behaviour: Characteristics of Culture, Core Values held by Society and their influence on Consumer Behaviour, Introduction to Sub-cultural and Cross-cultural influences. Consumer Decision Making Process: Problem Recognition, Pre-Purchase Search Influences, Information Evaluation, Purchase Decision (Compensatory Decision Rule, Conjunctive Decision Rule, Lexicographic Rule, Affect-Referral, Disjunctive Rule), Post-Purchase Evaluation

Text Books:

1. Schiffman, L.G., Kanuk, L.L., & Kumar, S.R. (2011). *Consumer Behaviour*. (10th ed.). Pearson.
2. Solomon, M.R. (2009). *Consumer Behaviour – Buying, Having, and Being*. (8th ed.) New Delhi: Pearson Prentice Hall.

References:

1. Blackwell, R.D., Miniard, P.W., & Engel, J. F. (2009). *Consumer Behaviour*. New Delhi: Cengage Learning.
2. Hawkins, D.I., Best, R. J., Coney, K.A., & Mookerjee, A. (2007). *Consumer Behaviour – Building Marketing Strategy*. (9th ed.). Tata McGraw Hill.
3. Kotler, P. & Keller, K. L. (2012). *Marketing Management (Global Edition)* (14th ed.). Pearson