

MNG 306 A

CONSUMER BEHAVIOUR

Credit: 4, Class Hours: 40

OBJECTIVE: To understand the role of consumer behavior in marketing and to identify qualitative and quantitative methods of measuring consumer behavior.

COURSE OUTCOME:

The student will understand the influences on customer choice and the process of human decision making in a marketing context.

Module -I: Theories of Consumer Behaviour: Learning theory, Psychoanalytic theory, Gestalt, Cognitive theory, Psychological field, Black box Model, Distributive Approach, Consumer decision: Process approach, Factors, influencing consumer decision making, Segmentation, Psychographics & VALS; Diffusion of Innovations.

Module - II: Individual Determinants of Behaviour- Personality, perception, attitude (attitudinal models), learning, Motivation, Group influence on consumer behaviour-Social class, Social groups, Opinion leaders. Role of social media in shaping consumer behaviour

Module-III: Culture and its impact on Consumer behaviour, Relevance of culture in making decisions, Characteristics of culture, Cultural Values, Cultural Changes, Cross cultural understandings. Family: Role & Structure, Family Life Cycle, Purchasing decisions, changing role of families.

Module - IV Models of Consumer Behaviour; Howard-Seth Model, Angle-Blackwell - Kollat (Multimediation Model), Nicosia Model. Seth's Family Decision-making Model.

Module – V: The concerned faculty shall have the liberty to define the course contents under this module and teach students accordingly.

Reference Book:

1. Consumer Behavior, Leon G. Schiffman, Leslie Lazar Kanuk, S.Ramesh Kumar, Pearson
2. Consumer Behavior, Suja R. Nair, Himalaya Publishing House
3. Consumer Behavior, N.K.Sahni and Meenu Gupta, Kalyani Publishers
4. Consumer Behavior and Advertising Management, DebrajDatta&MahuaDatta, Vrinda Publishers
5. Consumer Behavior, P.C. Jain & Monika Bhatt, S.Chand
6. Consumer Behavior, Satish K. Bhatra& S H HKazmi, Excel Books
7. Consumer Behavior and Branding, S.Ramesh Kumar, Pearson
8. Consumer Behavior, Wayne D. Hoyer, Deborah J. MacInnis, PrnakiDasgupta, Biztantra
9. Consumer Behavior, M.S. Raju, Dominique Xardel, Vikas Publishing House
10. Consumer Behavior, Rd. Rajeev kumar, Himalaya Publishing House
11. Consumer Behavior, Del I Hewkins, David L. Mothersbough, Amit Mookerjee, Tata McGraw Hill
12. Consumer Behavior, Martin Evans, Ahmad Jamal, Gordon Foxall, John Wiley & Sons Ltd.
13. Consumer Behavior in Indian Context, P.C.Jain& Monika Bhatt, S.Chand
14. Consumer Behavior and Marketing Action, Henry Assael, Cengage Learning
15. Consumer Behavior, Jay D. Lindquist, M. Joseph Sirgy, Cengage Learning

16. Consumer Behavior, Blackwell, Miniard & Engel, Cengage Learning
17. Consumer Behavior and Managerial Decision Making, Frank R. Kardes, Pearson
18. Consumer Behavior, Ramanuj Majumdar, PHI Learning Pvt. Ltd.
19. Consumer Behavior and Marketing Strategy, J. Paul Peter & Jerry C. Olson, McGraw Hill
20. Consumer Behavior and Promotion Management, N.K. Sahni & Meenu Gupta, Kalyani Publishers
21. Consumer Behavior, David L. Loudon & Albert J. Della Bitta, Tata McGraw Hill
22. Theory of Consumer Behavior, Dr. Shri Prakash, Vikas Publishing House