

IMB 901A

CONSUMER BEHAVIOR

Module - I

Theories of Consumer Behaviour: Learning theory, Psychoanalytic theory, Gestalt, Cognitive theory, Psychological field, Blackbox 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, Sub-culture, Cultural relevance to marketing 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.

Recommended Books:

1. Consumer Behaviour – Schiffmen, Kanuk – Pearson
2. Consumer Behaviour – Loudav & Della Bitta – TMH
3. Consumer Behaviour – Suja R. Nair – HPH
4. Consumer Behaviour – Blackwell / Minlard / Engel Cengage
5. Consumer Behaviour – Mujumdar – PHI
6. Consumer Behaviour – M.S. Raju, Dominique Xardel – Vikas
7. Consumer Behaviour – Batra & Karmi – Excel Book