

## 18 PTMBA 401 A

### CONSUMER BEHAVIOUR (CB)

#### Course Objective:

- To understand the role of consumer behavior in marketing and to develop the skills to map the consumer's mind set.
- To identify consumer behavior and to analyze emerging issues in buying 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, implication of these theories, 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 behavior, 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 - III Models of Consumer Behaviour;

Engel- Kollat-Blackwell Model. Changing Consumer Behaviour and its dynamics, Consumer Behaviour in online marketing, Characteristics of modern women and Netizens. Consumer decision Journey and stages, Omni Channel Behaviour.

#### Learning Resources :

1. Consumer Behavior, Leon G. Schiffman, Leslie Lazar Kanuk, S.Ramesh Kumar, Pearson
2. Consumer Behavior, David L. Loudon & Albert, J. Della Bitta, Tata McGraw Hill
3. Consumer Behavior Indian Perspective, Suja R. Nair, Himalaya Publishing House
4. Consumer Behavior, Satish K. Bhatra & S H HKazmi, Excel Books