

**Course Name: CONSUMER BEHAVIOUR****Course Code: MS 503**

**Course Objective:** The basic objective of this course is to develop an understanding about the consumer decision making process and its applications in marketing function of firms.

**Block I: Understanding of Consumer Behaviour.**

Unit I: Consumer Behavior- An Introduction

Consumer Behavior: Definition, Concept, Scope, Application, Importance. Evolution of consumer behavior and its application in marketing decisions.

Unit II: Consumer Behavior and Marketing Strategy.

Unit III: Market Segmentation in context of Consumer Behaviour.

Unit IV: Consumer Research: Types and Process.

Unit V: Consumer Behaviour Practices in India.

**Block II: Individual Determinant of Consumer Behaviour.**

Unit VI: Consumer Motivation and Values.

Unit VII: Personality and Consumer Behaviour.

Unit VIII: Consumer Perception.

Unit IX: Consumer Learning.

Unit X: Consumer Attitude Formation and Change.

Unit XI: Psychological Influences on Consumer Behaviour.

Lifestyle and Psychographic; Reference Group; Family.

**Block III: External Determinant of Consumer Behaviour.**

Unit XII: Social Class influence on Consumer Behaviour.

Unit XIII: Communication and Persuasion.

Unit XIV: Cultural Influence.

Unit XV: Sub-Cultural and Cross-Cultural Influence.

Unit XVI: Public Policy and Consumer Advocacy in context of Consumer Behaviour.

XVII: Models of Consumer Behaviour: Industrial Buying and Individual Buying.

**Block IV: CRM and Consumer Decision Making.**

XVIII: Consumer Behaviour Audit.

XIX: Diffusion of Innovation and Opinion Leadership.

XX: Consumer Decision Process.

XXI: CRM and e-CRM.

XXII: Developing CRM Strategy.

XXIII: CRM Building: Infrastructure, Information Process and Technology.

**Suggested Readings:**

1. Leon G. Schiffman, Leslie Lazar Kanuk, "Consumer Behaviour", Pearson Education, New Delhi, 2002.
2. David L.Loudon, Albert J Della Bitta, "Consumer Behaviour", McGraw Hill, New Delhi 2002.

3. Jay D. Lindquist and M. Joseph Sirgy, "Shopper, buyer & consumer Behaviour, Theory and Marketing application", Biztantra Publication, New Delhi 2005.
4. Sheth Mittal, "Consumer Behaviour A Managerial Perspective", Thomson Asia (P) Ltd., Singapore, 2003.
5. K.K. Srivastava, "Consumer Behaviour in Indian Context", Goal Gotia Publishing Co, New Delhi 2002.
6. S.L. Gupta & Sumitra Pal, "Consumer Behaviour an Indian Perspective", Sultan Chand, New Delhi 2001.
7. Ms. Raju, Dominique Xavedel, "Consumer behaviour, Concepts Applications and Cases", Vikas publishing house (P) Ltd., New Delhi – 2004.
8. Henry Assael, Consumer behaviour strategic approach Biztantra, New Delhi, 2005.