Course Contents

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

Unit II Consumer Behavior and Marketing Strategy

Unit III Consumer Behavior, Marketing Strategy and Market Segmentation

Unit IV Consumer Research: Types and Process

Unit V Consumer Behaviour Practices/Studies 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

Unit XI Consumer Attitude Change

Unit XII Psychological Influences on Consumer Behaviour

Block III External Determinant of Consumer Behaviour

Unit XIII Social Class influence on Consumer Behaviour

Unit XIV Communication and Persuasion

Unit XV Cultural Influence

Unit XVI Sub-Cultural and Cross-Cultural Segmentation

Unit XVII Public Policy and Consumer Advocacy in context of Consumer Behaviour

Unit XVIII Models of Consumer Behaviour: Industrial Buying and Individual Buying

Block IV CRM and Consumer Decision Making

Unit XIX Consumer Behaviour Audit

Unit XX Diffusion of Innovation and Opinion Leadership

Unit XXI Consumer Decision Process

Unit XXII CRM and e-CRM

Unit XXIII Developing CRM Strategy

Unit XXIV 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.

Index

Unit Number	Title	Page Number
Block I Understanding of Consumer Behaviour		
1.	**Unit I Consumer Behavior- An Introduction**	**1-23**
2.	**Unit II Consumer Behavior and Marketing Strategy**	**24-52**
3.	**Unit III Consumer Behavior, Marketing Strategy and Market Segmentation**	**53-75**
4.	**Unit IV Consumer Research: Types and Process**	**76-96**
5.	**Unit V Consumer Behaviour Practices/Studies in India**	**97-103**
Block II Individual Determinant of Consumer Behaviour		
6.	**Unit VI Consumer Motivation and Values**	**104-122**
7.	**Unit VII Personality and Consumer Behaviour**	**123-143**
8.	**Unit VIII Consumer Perception**	**144-162**
9.	**Unit IX Consumer Learning**	**163-179**
10.	**Unit X Consumer Attitude Formation**	**180-198**
11.	**Unit XI Consumer Attitude Change**	**199-215**
12.	**Unit XII Psychological Influences on Consumer Behaviour**	**216-223**
Block III External Determinant of Consumer Behaviour		
13.	**Unit XIII Social Class influence on Consumer Behaviour**	**224-246**
14.	**Unit XIV Communication and Persuasion**	**247-263**
15.	**Unit XV Cultural Influence**	**264-281**

16.	**Unit XVI Sub-Cultural and Cross-Cultural Segmentation**	**282-300**
17.	**Unit XVII Public Policy and Consumer Advocacy in context of Consumer Behaviour**	**301-321**
18.	**Unit XVIII Models of Consumer Behaviour: Industrial Buying and Individual Buying**	**322-333**
Block IV CRM and Consumer Decision Making		
19.	**XIX Consumer Behaviour Audit**	**334-340**
20.	**XX Diffusion of Innovation and Opinion Leadership**	**341-364**
21.	**XXI Consumer Decision Process**	**365-387**
22.	**XXII CRM and e-CRM**	**388-408**
23.	**XXIII Developing CRM Strategy**	**409-427**
24.	**XXIV CRM Building: Infrastructure, Information Process and Technology**	**428-445**