

Consumer Behavior

Course Objectives

The objective of the course is to acquaint the students with latest trends in consumer behavior. The different paradigms discussed in the course are careful blend of several theories and practices propagated by behavior theorists in understanding the contemporary practices of consumer behavior. The course also gives due importance in discussing the various models of consumer behavior which shall be helpful in building a concrete basement for the student understanding.

Syllabus

Introduction to Consumer Behavior, Market Research and Consumer Behavior , Market Segmentation and Positioning, Environmental Influence on Consumer Behavior, Consumer Attitude Formation and Change, Consumer Decision Making Process: Diffusion Innovation Model, Models of Consumer Behavior.

Expected Outcome

On completion of the course the students shall get acquainted with the different consumer behavior paradigms. The students shall also get to know the various contemporary practices of consumer behavior which shall help them in taking decisions in the due course of their career.

References

1. Leon G. Schiffman, Leslie Lazar Kanuk and Havard Hansen, Consumer Behavior, Pearson Education.
2. David Loudon and Albert J Della Bitta, Consumer Behavior, Concepts and Applications, McGraw-Hill Inc.
3. J Paul Peter and Jerry C. Olson, Consumer Behavior and Marketing Strategy, McGraw-Hill Education (ISE Editions).
4. Satish K Batra and SHH Kazmi, Consumer Behaviour, Excel Books.
5. Delbert I Hawkins, Roger J Best and David L Mothersbaugh, Consumer Behaviour – Building Marketing Strategy, McGraw-Hill Higher Education.
6. Jagdish N. Sheth and Banwari Mittal, Customer Behavior: A Managerial Perspective, S.Chand (G/L) & Company Ltd.
7. Roger J Best, Del Hawkins and Kenneth Coney, Consumer Behaviour: Implications for Marketing Strategy, McGraw-Hill Education (ISE Editions).
8. Bruce Wrenn, Robert E. Stevens and David L Loudon, Marketing Research: Text and Cases, Routledge.
9. Consumer Buying Behavior, <http://www.knowthis.com/principles-of-marketing-tutorials/consumer-buyingbehavior/internal-influences-personality/>

10. Personality Psychology Study Guide,
http://psychology.about.com/od/psychologystudyguides/a/personalitysg_3.htm

11. Personality - Type theory of personality, Trait theory of personality, Psychodynamic theory of personality, Phenomenological theory of personality,
<http://psychology.jrank.org/pages/484/Personality.html>

Units Topics

1 Consumer Behavior: Consumer Behavior-Scope and Application of Consumer Behavior-Evolution of Consumer Behavior as a Field Of Study and its relationship with Marketing: Behavioral Dimension. The Interdisciplinary Nature of Consumer Behavior. Market Research and Consumer Behavior: Approaches to Consumer Behavior Research. Quantitative Research. Qualitative Research; Market Segmentation and Positioning: Demographics and Market Segmentation; Lifestyle and psychographic segmentation-Usage Segmentation- Benefit Segmentation- Product Positioning

2 Environmental Influence on Consumer Behavior: Culture-Subcultures- Social Class- Social Groups- Family-Personal Influence and Diffusion of Innovation; Individual Determinants of Consumer Behavior: Consumers Needs & Motivation - Emotions and Mood, Consumer Involvement-Consumer Learning – Personality- Self-concept and Self- image- Consumer Perception, Risk and Imagery.

First Internal Examination

3 Consumer Attitude Formation and Change: Structural Models and Theories, Attitude Formation, Strategies of Attitude Change. Consumer Decision Making Process: Problem Recognition- Search and Evaluation – Purchasing Process- Post Purchase Behavior; Buying Motives. Buying Roles-Levels of Consumer Decision Making - Perspectives to Consumer Decision Making.

4 Diffusion Innovation Model- Diffusion Process- Adoption Process - Consumer Innovators - Multiplicative innovation adoption (MIA) model – Buying Decision Process towards new Products.

Second Internal Examination

5 Models of Consumer Behavior: The Economic model. Learning model - Psychoanalytic model- The sociological model - The Howard Sheth model of Buying Behaviour-The Nicosia model.

Final Examination