

MKT613:CONSUMER BEHAVIOR

Course Outcomes: Through this course students should be able to

CO1 :: understand the rationale for studying consumer behaviour and implications of consumer behavior concepts & theories for businesses

CO2 :: describe the individuals or groups influence on consumer behaviour and strategy formulation by the marketers

CO3 :: analyze the dynamic effects of internal and external factors influencing consumer behavior inclusive of society and culture.

CO4 :: apply practical and comprehensive managerial knowledge, understanding of consumer behaviour

Unit I

Consumer Behavior and Marketing strategy : Marketing Strategy and Consumer Behavior, Applications of Consumer Behavior, Market Analysis Components, Segmentation Strategy and Consumer Decisions

Unit II

Cultural and Group Influence on Consumer Behavior : Concept of Culture, Cross Cultural Marketing Strategy, The Household Life Cycle and Marketing Strategy, Types of Groups, Reference Group Influence on Consumption Process & Marketing Strategies, Diffusion of Innovation

Unit III

Perception, Learning, Memory and Product Positioning : Exposure, Attention and Interpretation, Perception and Marketing Strategy, Memory's Role in Learning, Brand Image and Product Positioning, Brand Equity and Brand Leverage

Motivation, Personality and Emotion : Motivation Theory and Marketing Strategy, Use of Personality in Marketing Practice, Emotions and Marketing Strategy

Unit IV

Attitude and Influencing attitude : Attitude Components and Change Strategies, Market Segmentation and Product Development Strategies Based on Attitudes

Self-Concept and Lifestyle : Self-Concept, Nature of Lifestyle, The VALS System

Consumer Decision Process : Types of Consumer Decisions, The Process of Problem Recognition and Uncontrollable Determinants of Problem Recognition, Marketing strategy and Problem Recognition

Unit V

Information, Alternative Evaluation and Selection : Types and Sources of Information, Consumer Decision Making and Evaluation Criteria, Decision Rules for Attitude Based Choices, Attributes Affecting Retail Outlet Selection, Consumer Characteristics and Outlet Choice, In-Store and Online Influence on Brand Choice, Evaluation Criteria

Unit VI

Post purchase Processes, Customer Satisfaction and Customer Commitment : Post Purchase Dissonance, Product Use and Nonuse, Disposition, Purchase Evaluation and Customer Satisfaction, Dissatisfaction Responses, Repeat Purchase and Customer Commitment

Consumer Behavior and Marketing Regulation : Regulation and Marketing to Children, Regulation and Marketing to Adults, Consumer Protection Act, Contemporary Issues in Consumer Behaviour

Text Books:

1. CONSUMER BEHAVIOR- BUILDING MARKETING STRATEGY by DEL I HAWKINS, DAVID L MOTHERSBAUGH, & AMIT MOOKERJEE, MCGRAW HILL EDUCATION

References:

1. CONSUMER BEHAVIOR by KUMAR, S. R. , SCHIFFMAN, L.G. , WISENBLIT J., PEARSON
2. CONSUMER BEHAVIOR by RAJNEESH KRISHNA, OXFORD UNIVERSITY PRESS