

Consumer Behaviour

Part 1: Overview of Consumer Behavior

- Introduction to consumer behaviour
- Definition of consumer behaviour applications of consumer behaviour
- Consumer behaviour and marketing strategy behaviour.
- The diversity of consumer behavior
- Nature and Characteristics of Indian Consumers
- Consumer Market demographics in India.
- Consumer research-Primary and secondary methods-
- tools used-survey, focus groups, personal interviews, projective techniques

Part 2: External Environment Determinants

- Effect of Culture
- Effect of Sub Culture
- Indian Culture and Consumer Behaviour
- Cross Culture Effect
- Concept of Social Class
- Concept of Social Group
- Family
- Personal Influence, Diffusion of Innovations
- Social class, group, family and Indian consumer.

Part 3: Internal Determinant

- Personality and its effect on Consumer Behaviour
- Motivation and self involvement
- Information Processing
- Learning and memory
- Attitude
- Changing Attitude
- Individual determinants of Consumer Behaviour and Indian Consumer

Part 4: Consumer Decision Making Process

- Problem Recognition
- Search and Evaluation
- Purchasing Process
- Post purchase Behaviour

Part 5: Views of Decision Making

- Economic View
- Passive View
- Cognitive View
- Emotional View

Part 6: Consumer Modeling

- Introduction
- The Economic Model,
- The Learning Model.
- The psychoanalytical Model.
- The Sociological Model.
- The Howard Seth Model.
- The Engel –Kollat – Blackwell Model.

Part 7: Consumption and post purchase behavior

- Consumer satisfaction concept
- cognitive dissonance
- consumer delight
- Consumer Value
- Consumer Value Delivery Strategies
- Competitive advantage through customer value Information
- Customer value determination process
- Measuring customer satisfaction.

Part 8: Consumerism

- Rise of global consumer culture
- Consumer Rights and Indian Consumer.

Part 9: Organizational Buying

- Concept & comparison with Consumer buying
- Influences: Economic Influence; Political Influence; Legal Influence; Supplier's Influence; Technology Influence; Customer Influence; Government Influence; Labour Influence,
- Analyzing Buyers' strengths & Negotiation Capabilities
- Organizational Influences on Buying Behavior: Buying Roles
- Market Response: The Buy Grid Model;
- The Organizational Buying Decision Process;
- Buying Tasks; Interpersonal Influencing in Organizational Buying

Books Recommended:-

1. Consumer Behavior – Leon Schiffman, Leslie Lazar Kanuk
2. Consumer Behavior – Hawkins, Best, Coney
3. Customer Behavior – A Managerial Perspective – Sheth, Mittal – Thomson,
4. Conceptual Issues In Consumer Behavior Indian Context – S Ramesh Kumar – Pearson,
5. Consumer Market demographics in India – Edited by S.L.Rao
6. Understanding Your Customer - R.Woodruff and S.F.Gardial
7. Consumer behaviour - Louden, Delebeta
8. Industrial Marketing – Hill, Alexander, Cross
9. Consumer Behavior In Indian Perspective – Suja Nair – Himalaya Publishers
10. Consumer Behaviour – Walker