Mandatory 3

Programme Name: M.Com (Business Management)

Course Name: Consumer Behaviour

TotalCredits:04 TotalMarks:100

Universityassessment:50 Collegeassessment:50

Prerequisite:

Learning Objectives

The Course learning objectives broaden the knowledge and awareness of students towards Consumer Behaviour practices and applications

Course Outcome:

C1) To understand and strengthen fundamentals of Consumer Behaviour.

C2) To create awareness about consumer motivation and perceptions.

C3) To understand underlying behaviour about consumer learning.

C4) To understand consumer behaviour in globalised era

MODULE-1:

UNIT-1 INTRODUCTION TO CONSUMER BEHAVIOUR

a) Consumer Behaviour- Meaning, Significance of consumer behaviour, Types of Consumer Behaviour (complex, variety seeking, Dissonance reducing, habitual), Current trends in Consumer Behaviour.

b) Consumer Perceptions and Attitude Formation, Thinking, Language and Intelligence Learning, Motivation and Emotion, Personality and Lifespan Development.

UNIT-2 DETERMINANTS OF CONSUMER BEHAVIOUR

a) Internal factors & External Factors affecting consumer behaviour, Influences on Buyer behaviour- Cultural, Social, Demographic & Psychographic influences, Organisational buyer's decision process.

b) Social Psychology and Consumer Psychology, Marketing Concept and Implications on Consumer Behaviour

MODULE 2:

UNIT- 3 CONSUMER LEARNING:

a) Elements of consumer learning, Habit – Meaning, Model of habitual purchasing behaviour, Brand equity, Brand loyalty.

b) Theories of Learning: Classical conditioning, Instrumental conditioning, Cognitive learning and Observational learning or modelling.

UNIT -4 TRENDS IN CONSUMER BEHAVIOUR

a) Online Buying Behaviour process, Tools to study buyer behaviour- survey, projective techniques & focus group discussions, Implications of Social media marketing on consumer behaviour

b) Consumerism: Meaning, Reasons behind rise of Consumerism in India, Benefits of consumerism, Precautionary measures to be adopted by consumers, Framework for consumer protection by Government, Use of Internet and its

impact on Consumer Behaviour.

REFERENCES:

- Consumer Behaviour in Indian Perspective Suja R.Nair Himalaya Publishing House
- Consumer Behaviour and Retail Management, A. Hari Hara Nath Reddy, G. Rama Krishna, K. Venugopal Rao, Mangalam Publications
- Consumer Behavior: Concepts and Applications, David L. Loudon and Albert J. Della Bitta, Mcgraw Hill International edition.
- Understanding the Consumer, Isabella Szmigin, Response Books.
- Consumer Behaviour, Leon G. Schiffman, Leslie Lazar Kanuk, Prentice-Hall of India
- Consumer Behaviour: Text & Cases, Satish K. Batra & S.H.H. Kazmi, Excel Books
- Consumer Marketing, M.V.Kulkarni, Everest Publishing House.
- Marketing Management, Rajan Saxena, Tata McGraw Hill Publishing, New Delhi, 2003.