

Course No. 404

CONSUMER BEHAVIOUR(COBR XVI)

Marks: 80

Hours: 40

Objective: The course aims at perceiving the students the principle factors influencing Consumer Behaviour and Consumer Market.

Course Contents:

- Unit-I:** Introduction to Consumer Behaviour-Consumer Behaviour as a Marketing Discipline- Consumer Involvement and Decision Making Process 20 : 10 hrs
- Unit-II:** Information search process- Evolution criteria & Decision Rules-Consumer Need & Motivate. 20 : 10 hrs
- Unit-III:** Socio-Cultural Factors of Consumer Behaviour: Buyers Block Box-Cultural Factors- Culture-sub Culture-Socio Class-Socio Factors-Reference Groups-Family-Rules and Statuses. 20 : 10 hrs
- Unit-IV:** Personal and Psychological Factors of Consumer Behaviour: Personal Factors-Age and Life Cycle stage-Economic Circumstances-Life Style- Personality & Self Concept- Psychological Factors. 20 : 10 hrs

Text and Reference Books:

- 1.Hawkins: Consumer Behaviour: Building Marketing Strategy. Tata McGRaw. New Delhi.
- 2.Loudon: Consumer Behaviour: Corporate Application. Tata Mc Graw . New Delhi.
- 3.Peler: Consumer Behaviour and Marketing Strategy. Tata Mc. GRaw New Delhi.
4. Kumar: Consumer Behaviour and Branding: Concepts, Reading and Cases, Pearson, New Delhi.