

**ELECTIVE COURSE – I : CONSUMER BEHAVIOUR**

**UNIT – I – CONSUMER BEHAVIOUR – AN INTRODUCTION:**

What is C B Why to study CB., Application of consumer behaviour principles to strategic marketing. Role of Marketing in Consumer behaviour, Market Segmentation and Consumer behaviour.

**UNIT – II – CONSUMER AS AN INDIVIDUAL:**

Consumer needs and motivation, Personality and Consumer Behaviour, Psychographics Consumer Perception, attitudes, attitude formation and change, Learning.

**UNIT – III – CONSUMER IN A SOCIAL & CULTURAL SETTING:**

Groupdynamics and consumer reference groups, Family, Social class and Consumer behaviour, The influence of Culture on Consumer behaviour. Sub – cultural and Cross Cultural Consumer Analysis.

**UNIT – IV – CONSUMER DECISION MAKING PROGRESS:**

Personal influence and the opinion leadership. Diffusion of innovation process, Consumer Decision making process, Comprehensive models of consumer decision making. New Product purchase and repeat purchase.

**UNIT –V – CONSUMER BEHAVIOUR APPLICATIONS:**

Consumer Behaviour applicable to Profit and Non Profit Service Organizations, Societal Marketing Concept, Marketing Ethics, Consumer movement, Government Policy and Consumer Protection, Indian Consumer and Marketing Opportunities in India.

**Recommended Books:**

Leon G. Schiffman & Leslie Lazar Kannk: Consumer Behaviour, Phi David Loydon ) Consumer Behaviour: Concepts & Applications Albert Biutta) 4. Edn – mc graw hill international.

Reynolds & Wells: Consumer Behaviour – Mc Graw Hill , International

James F. Ingel Roger.D. & Blackwell Consumer Behaviour – Dryden Press

S c Mehta – Indian Consumers – Tata Mc Graw Hill.