**==========================================================================Title: Consumer Behavior Code: MKT 546**

**Credit Hours: 3 Year /Semester: II/IV**  **48 Hours**

**========================================================================== Course Objectives:**

The objective of this course is to familiarize the students with the psychological and behavioral aspects of consumers in relation to search, selection and use of a product. The course aims to impart them the theoretical foundation of consumer behavior and develop skills in them to correctly study behavioral nature of consumers and factors affecting them and make effective marketing decisions accordingly.

**Unit 1 Introduction 8 Hours**

Introduction to Consumer Behaviour – Marketing Concept and the discipline of Consumer Behaviour – Customer Value, Satisfaction and Retention – Consumer Research: Meaning and Process; Model of Consumer Behavior: Traditional, Behavioural Economic and Contemporary models, Concept of Market Segmentation, Targeting and Positioning, Ethical Issues of Consumer Behavior

**Unit 2 Consumer Perception, Personality and Motivation 08 Hours**

Consumer Behaviour – Consumer Perception: Meaning and Elements, Perceptual Selection, Consumer Imagery; Theory of Personality, Lifestyle and Psychographics, Self-Concept and Consumer Behaviour, Concept of Motivation, Motivation Process, Types of Consumer Needs,

**Unit 3 Consumer Learning and Attitudes 8 Hours**

Consumer Learning: Definition and Principles, Theories on Learning, Behavior Modification Perspective of Learning, Consumer Attitude: Meaning and Formation of Attitude Change, Theories of Attitudes: Congruity, Balance, Cognitive Dissonance Theories, Attitude Change Process

**Unit 4 Environmental Influences on Consumer Behaviour 8 Hours**

Culture: Meaning, Characteristics of Culture, Impact of Culture on Consumer Behaviour, Measuring Culture, Concept of Subculture and Subcultural Interaction, Impact of Group Properties on Consumer Behaviour ( status, norms, role and power), Social Class and Its Influences, Reference Group: Meaning and Types, Power of Reference Group, and Family Influences: Family and Household, Family Life Cycle, Socialization of Family Members

**Unit 5 Consumer Decision Making 10 Hours**

Meaning of Consumer Decision Making and Its Process: Problem Recognition: Meaning and Stations Leading to Problem Recognition; Information Search Process – Evaluation of Information, Evaluation Criteria, Influences on Evaluation Process, Purchasing Process: Store Choice and Factors Determining the Store Choice, Effect of Store Image, In-Store Purchase Behaviour, Non Sore Purchasing; Post Purchase Behaviour: Post Purchase Evaluation (Consumer Satisfaction, Consumer Complaint, Consumer Dissonance), Disposition Alternatives and Determinates

**Unit 6 Organizational Buying 6 Hours**

Meaning and Process of Organizational Buying, Influences on the Buying Process,

**Reference Books:**

1. Satish K Batra, Kazmi SHH, ***Consumer Behaviour – Text and cases***, Excel Books,
2. Leon G. Shiffman, Leslie Lazer Kanuk, ***Consumer Behaviour,*** 9th ed., PHI,
3. Louden and Bitta, ***Comsumer Behaviour – Concepts and Applications***, McGraw Hill Inc,
4. Margaret Craig – Lee, Sally Joy, Beverly Browne, ***Consumer Behaviour***, John Wiley and Sons,
5. James F. Engel, Roger D. Blackwell, Paul W. Miniard, ***Consumer Behaviour***, Harcourt Brace College Publishers.
6. John C. Mower, ***Consumer Behaviour***, Macmillan Publishing