

DRS4-CONSUMER BEHAVIOUR

Learning Objectives:

The course aims to achieve following objectives

1. Discuss about various concepts of consumer behaviour.

2. Understand the consumer perception and expectations.

3. Analyse consumer needs and motivation.

4. Discuss various techniques of consumer research.

5. Understand Group Dynamics and consumer reference groups.

Max. Marks: 100

External: 70

Internal: 30

Pass: 40%

Credits: 6

SECTION A

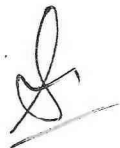
Unit -I – Introduction to Consumer Behaviour

Nature, scope & application: Importance of consumer behaviour in marketing decisions, characteristics of consumer behaviour, consumer behaviour- interdisciplinary approach. Consumer Rights and Social Responsibility, Trends in Consumer Behaviour

Unit -II - Consumer's Perceptions & Expectations

Information Gathering & Evaluation, Perceptual Mapping & Positioning, Value perception, Information Search, defining criterion for choice, mapping perceptions and value perceptions of consumers, Mapping attributes, comparison of brands, positioning options, product and promotions related strategies, Consumer Expectations & Perceptions: Satisfaction & Value Post-purchase Processes, Measuring satisfaction and value, Value/Satisfaction.

Unit -III- Consumer Needs & Motivation:



Characteristics of motivation, arousal of motives, theories of needs & motivation: Maslow's hierarchy of needs, McLelland's APA theory, Murray's list of psychogenic needs, Bayton's classification of motives, self-concept & its importance, types of involvement. Personality & Consumer Behaviour: Importance of personality, theories of personality- Freudian theory, Jungian theory, Neo-Freudian theory. Trait theory: Theory of self- images; Role of self-consciousness.

Unit -IV- Techniques of Consumer Research

Various methods and techniques of consumer research, reliability and validity, Personality, Psychographics, Family, Society, Values of perception, Attitude and life styles, Different models of consumer behaviour, Learning, Psychoanalytical, Sociological, Howard Shett, Nicosia, Webster and Wind, Engel, Blackwell and Miniard models.

SECTION B

Unit -V-Group Dynamics & consumer reference groups:

Different types of reference groups, factors affecting reference group influence, reference group influence on products & brands, application of reference groups. Family & Consumer Behaviour: Consumer socialization process, consumer roles within a family, purchase influences and role played by children, family life cycle. Social Class & Consumer behaviour: Determinants of social class, measuring & characteristics of social class.

Unit -VI-Culture and consumer behavior: The influence of culture on consumer behaviour, characteristics of culture, the measurement of culture personal influence and the opinion leadership process; measurement of opinion leadership

Suggested Readings:

1. Leon G. Schiffman & Leslie L. Kanuk: Consumer Behavior, Prentice Hall Publication, latest Edition
2. Solomon, M.R.: Consumer Behavior – Buying, Having, and Being, Pearson Prentice Hall.
3. Blackwell, R.D., Miniard, P.W., & Engel, J. F.: Consumer Behavior, Cengage Learning.



4. Hawkins, D.I., Best, R. J., Coney, K.A., & Mookerjee, A: Consumer Behavior – Building Marketing Strategy, Tata McGraw Hill.

5. Kotler, P. & Keller, K. L.: Marketing Management (Global Edition) Pearson

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