

# 17 MB209 CONSUMER BEHAVIOUR

## **Course Objective:**

The course is designed to inculcate the concept of consumer behavior, decision making by consumers, behavior variables and influences on consumer behavior.

## **Course Outcomes:**

At the end of the course students should be able to understand

- Application of consumer behaviour in marketing
- Individual and group determinants of consumer behaviour
- Environmental influences on consumer behaviour
- Consumer decision making process

## **UNIT - I**

### **Introduction to Consumer Behaviour (CB):**

Nature and Importance of CB, Application of CB in Marketing, Consumer Research process.

## **UNIT - II**

### **Individual Determinants of CB:**

Perception: process, Consumer Imagery, perceived risk, Learning: principles, theories, Personality: nature, theories, self concept, psychographic and life style, Attitude: Structural model of attitude, attitude formation & change, Motivation: needs/motives & goals, dynamic nature of motivation, Arousal of motives, theories

## **UNIT - III**

### **Group Determinants of CB:**

Organizational buying behavior-Reference group influence: types of consumer relevant groups, factors affecting group influence, application of reference group concept, Family: functions of family, family decision making, family life cycle (FLC), Opinion Leadership and Personal influence, Diffusion of Innovation: Adoption process. Diffusion process

## **UNIT - IV**

### **Environmental Influences on CB:**

Social class, Life style Profile of Social class, application to CB, Culture: characteristics cross cultural understanding

## **UNIT - V**

### **Consumer Decision making Process:**

Problem recognition, Information Search Process and Evaluation, Purchasing process, Post purchase behaviour, Models of CB.

## **Skill Development:**

*(These activities are only indicative, the Faculty member can innovate)*

1. Collect five print ads of products, which are directed at the life style segments. Describe the lifestyle that these ads focus on.

2. Construct a brand personality inventory for two different brands in the same product category. Ask five of your friends to rate each brand on ten different personality dimensions. Do these brand personalities relate to the advertising strategies to differentiate these brands?
3. Mention five examples each of classical conditioning instrumental conditioning and cognitive learning used in advertising.
4. Positive Re-enforcement b. Negative Re-enforcement

**TEXT BOOKS:**

1. Chiffman L.G. and Kanuk L.L., Consumer Behaviour, 9<sup>th</sup> Edition, Prentice Hall of India, New Delhi.
2. Hawkins, D I etc. Consumer Behaviour Implications for Marketing Strategy. Texas, Business, 1995.

**REFERENCES BOOKS:**

1. Seth, J. N. & Mittal, B. (2<sup>nd</sup> ed., 2003). Customer Behaviour-A Managerial Perspective. Thomson South-Western.
2. Hawkins, D. I. & Roger, J. B. and Kenneth, A.C. (2001). Consumer Behaviour-Building Marketing Strategy. Irwin McGraw-Hill, New York.