

## **: CONSUMER BEHAVIOR**

### **Course Objectives**

First and foremost objective of this course is that students should develop an attitude to learn about the nature of customers

- ) Students should also learn how a business organization should adapt to the changing needs and requirements of its customers.
- ) This should not be limited to learning only about the buying behavior of customers rather it should be a learning experience about the whole life patterns of the target customers.

### **Course Contents**

- ) Introduction to consumer behavior
- ) Consumer behavior and consumer research
- ) How does consumer analysis affect business strategy?
- ) Consumer decision making
- ) The consumer decision process
- ) Pre- purchase processes: need recognition, search and evaluation
- ) Post-purchase processes: consumption and evaluation
- ) Individual determinants of consumer behavior
- ) Demographics, psychographics and personality
- ) Consumer motivation
- ) Consumer knowledge
- ) Consumer intentions, attitudes, beliefs and feelings
- ) Environmental influences on consumer behavior
- ) Culture, ethnicity and social class
- ) Family and household influences
- ) Group and personal influence
- ) Influencing consumer behavior
- ) Making contact
- ) Shaping consumers' opinions
- ) Helping consumers to remember

) Consumerism and beyond consumption

**Reference Books**

) Consumer behavior (An Asia pacific approach) by Roger Blackwell,2006

) Consumer behavior by [Wayne D. Hoyer](#), [Deborah J. McInnis](#), Dec 2008