

PHD19016	CONSUMER BEHAVIOR	L	T	P	C
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COURSE RATIONALE					
<p>Consumer behavior plays an important role in success or failure of any plan, ultimately impacting the development of a nation and mankind. The study of consumer behavior and perception with reference to digitalization is significant because of its mass coverage, numerous applications and huge cost involved</p> <p>Students will be exposed to consumer behavior concepts such as diversity of consumer behavior, consumer research process, market segmentation, criteria for effective market segmentation, needs and motivation, decision making process, factors affecting consumer behavior and more.</p>					
LEARNING OUTCOMES					
<ul style="list-style-type: none"> • Develop student understanding of the role of psychology and the study of consumer behavior • Understand the market segmentation, needs, motivation and measurement of motives. • Consumer various aspects: The black box model, S-R relationship, R-R relationship, social influence theory, cognitive theory, gestalt theory etc. • Models of consumer buying behavior such as comprehensive / multivariate explanation • Consumer behavior decision process and factors affecting – External factors / Internal factors 					
UNIT I - The Role of Psychology and the Study of Consumer Behavior					
<p>Psychology and Consumer behavior: An Introduction to psychology and consumer behavior, measuring, predicting and controlling behavior, Understanding consumer behavior is essential for public policy formulators, understanding consumer behavior with respect to price, promotion, distribution channels, marketing research, Identify the new market</p> <p>Consumer Research: History of Consumer Research, The Consumer Research Process, Developing Research Objectives, data collection, analysis and report preparation</p>					
UNIT II - Market Segmentation and Consumer Needs and Motivation					
<p>Market Segmentation: What is market segmentation? How market Segmentation operates? Bases of Segmentation (Demographic, Psychological, Socio-culture, Hybrid Segmentation approaches), Applications of Psychographic / Demographic profiles. Criteria of effective targeting of market segments. Implementing Segmentation Strategies</p> <p>Consumer needs and Motivation: What is Motivation? The dynamic Nature of Motivation, Types and systems of needs, The measurement of Motives, Motivational Research, Motivation and Personality: Maslow’s Hierarchy of needs, McGuire’s psychological motives</p>					
UNIT III- The Consumer – Various Aspects					
<p>Economic Theory and the Consumer: The Nature of consumer behavior process, Antecedent behavior inference. Criticism of economic theory. Understanding of learning theory, Gestalt theory,</p>					

Cognitive theory, social influence theories

The concept of the intervening variable: The black box model, S-R Relationships, R-R Relationship. Level of aggregation and inferences

UNIT IV- Models of Consumer / Buying behavior

The importance of consumer / buyer models: To understand the building theory, providing a frame of reference for the future research, providing a comprehensive / multivariate explanation of consumer / buyer behavior. Developing marketing strategies,

Understanding of general limitation of consumer / buyer models: The Nicosia Model, The Howard-Sheth model, Engel, Blackwell and Kollat's multimediation model

UNIT V- Consumer Behavior decision process

Consumer behavior decision process: An understanding of decision process and the multimediation model – Psychological make up, information and experience, evaluative criteria, attitude, personality, The CCU filter, The decision process problem recognition, alternative evaluation, factors influencing the type of decision process such as situational factors, product attributes, consumer characteristics, environmental factors.

External factors (The Environment): A definition and a look at culture, Aspects and elements of culture, Intercultural analysis of consumer behavior. Types of Social stratification, Understanding the relationship between the family and consumer behavior

Internal factors (The Psychological make -up): A definition and a look at forms of learning, The nature and definition of memory, A definition and a brief look at attitude, Three dimension of attitude, The organization of attitudes

TEXT BOOK: Consumer Behaviour by Sangeeta Sahney (2017) oxford publication

REFERENCES: Consumer Behavior by Leon G. Schiffman, Peter J. & Ramesh (2018). Pearson