

Course code	Course Title	L	T	P	C
PHD19016	CONSUMER BEHAVIOUR	4	0	0	4

### COURSE RATIONALE

This course aims to familiarize students with the concepts of Consumer Behaviour focusing upon understanding consumer decision-making processes and the various factors that influence the decision making processes.

### LEARNING OBJECTIVES

- To understand consumers' buying behaviour along with the Indian consumers'.
- To understand the factors that influence the consumers' buying behaviour.
- To understand consumers' decision-making processes and the motives that influence buying decision.

#### Unit I –Introduction To Consumer Behaviour

Introduction, Origin, Definition, Concept, Types, Importance, Characteristics of Consumer Behaviour, Nature of Consumer Behaviour, Organizational Buying vs. Consumer Buying and Behaviour of Indian Consumers.

#### Unit II - Consumer Behaviour Theory: Approaches and Models

Economic or Marshallian Model - Disposable Personal Income; Learning or Pavlovian Model - Drives, Cues and Responses; Psychoanalytical Model; Sociological Model; Howarth-Sheth Model - Drive, Stimuli, Perception, Learning and Outputs; Engel-Blackwell-Kollat Model; Nicosia Model.

#### Unit III - Factors Influencing Consumer Behaviour and Motivation

*Cultural Factors* - Culture, Subculture, Social Class; *Social Factors* - Reference Groups, Family, Roles and Status; *Personal Factors* - Age and Life cycle, Occupation, Economic Situation, Lifestyle, Personality; *Psychological Factors* - Motivation, Perception, Sensation, Learning, Attitudes and Beliefs; Motivation – Process of Motivation: a psychological perspective, Motivational Strength, Motivational Direction and Motivational conflicts.

#### Unit IV - Consumer Perception

Perception, Elements of Perception, Nature and Process of Perception, Dynamics of Perception, Marketing Application of Perception; Perceptual Selection, Perceptual Organization, Consumer Imagery, Perceived Quality, Perceived Risk; Consumer Involvement - Causes of Consumer Involvement, Types of Involvement, Effects of Consumer Involvement, Models of Consumer Involvement

## Unit V - Consumer Decision-Making

Roles in Consumer Decision Making, Steps in Decision Making Process, Consumer Decision Rules, Levels of Consumer Decision Making, Motives which Influence Purchase Decision - Product Motives and Patronage Motives.

### References:

1. Kardes, Frank R., Cronley, Maria L. & Cline, Thomas W. (2011). *Consumer Behavior*. Mason: Cengage Learning. Inc.
2. Solomon, Michael R. (2018). *Consumer Behavior: Buying, Having, and Being* (12<sup>th</sup> edition). England: Pearson Education Ltd.
3. Solomon, M., Bamossy, G., Askegaard, S. & Hogg, M. K. (2006). *Consumer Behavior: A European Perspective* (3rd edition). England: Pearson Education Ltd.
4. Loudon, D. L. & Bitta, Albert J. Delia (1993). *Consumer Behaviour Concepts and Applications* (4<sup>th</sup> edition). New York: McGraw Hill.
5. Schiffman, Leon G. & Wisenblit, Joseph (2015). *Consumer Behaviour* (11<sup>th</sup> edition). England: Pearson Education Ltd.
6. Noel, Hayden (2009). *Consumer Behaviour*. Switzerland: AVA Publishing SA.
7. Nair, Suja R. (2012). *Consumer Behaviour* (First Edition). Mumbai: Himalaya Publishing House Pvt. Ltd.
8. Howard, J. A. (1969). *The Theory of Buyer Behaviour*. London: John Wiley and Sons, Inc.

