

Sem.	Course Code	CONSUMER BEHAVIOUR	Total Marks: 100		Hours Per Week	Credits
			CIA:25	ESE:75	5	4
V	17UACET505					

OBJECTIVE:

- On successful completion of the course the students should have understood consumer motivation, perception, attitude and decision making.

COURSE OUTCOMES:

At end of the course, students will be able to

- CO1 Able to identify the dynamics of human behaviour and the basic factors that influence the consumers decision process.
- CO2 Understand the consumer research process and consumer motivation.
- CO3 Acquire the knowledge in behavioral theories.
- CO4 Identify the consumers on the basis of socio-economic nature.
- CO5 Develop the knowledge related to consumer decision-making.

UNIT I

Introduction - Consumer behaviour - Definition - Scope of consumer behaviour - Discipline of consumer behaviour - Customer value satisfaction - Retention - Marketing ethics.

UNIT II

Consumer research - Paradigms - The process of consumer research - Consumer motivation - Dynamics - Types - Buying motives - Consumer perception.

UNIT III

Consumer learning - Behavioral learning theories - Measures of consumer learning - Consumer attitude - Formation - Strategies for attitude change.

UNIT IV

Social class consumer behaviour - Lifestyle profiles of consumer classes - Cross cultural customer behaviour strategies.

UNIT-V

Consumer decision-making - Opinion leadership - Dynamics - Types of consumer decision-making - A model of consumer decision-making.



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TEXT BOOK:

1. Leon G Schiff man and Leslie Lazar Kanuk, Consumer Behaviour, 11th Edition, 2015, Pearson Education, Chennai.


BOOKS FOR REFERENCE:

1. Paul Green Berg, Customer Relationship Management, 1st Edition, 2002, Tata Mc Graw Hill, New Delhi.
2. Barry Berman and Joel R Evans - Retail Management - A Strategic Approach, 10th Edition, 2006, Prentice Hall of India, New Delhi.
3. Gibson G Vedamani, Retail Management - Functional Principles and Practice, 2nd Edition, 2004 Jaico Publishing House, Mumbai.

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
10 x 1 = 10 Marks (Multiple Choice, Four options) Two questions from each unit	5 x 7 = 35 Marks (Either or choice) Two questions from each unit	3 x 10 = 30 Marks (Answer any three Questions) One Question from each unit


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