

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
COMM-407	Consumer Behavior (Marketing Specialization)	3	VII
Year	Discipline		
4	Commerce		

This course is designed to give the students a strong understanding of the basic principles of consumer behavior, an insight into the scientific investigations on which our knowledge of consumer behavior is based, and an awareness of how these consumer behavior findings can be practically applied to professional practice of marketing.

Text Book:

Schiffman, L. G. and Kanuk, L. L. *Consumer Behavior (10 e)*, Prentice-Hall, Inc. USA

Reference Book (Latest Edition)

Consumer Behavior by Michael R. Solomon/ Luthans /Robins

Instructional Procedures:

Lectures, Discussions, Presentations, Case Studies and Group Projects

- **Consumer Behavior: An Introduction**
 - Definition and Importance of consumer Behavior for marketing firms
 - Consumer Behavior is interdisciplinary
 - Research in Consumer Behavior
 - Development of consumer Behavior as a Discipline
 - Market Segmentation
- **The Consumer as an Individual—Consumer Needs and Motivation**
 - Motivation definition and the selection of goals
 - Rational versus Emotional Motives
 - Interdependency of Needs and Goals and the dynamic nature of motivation
- **The consumer as a perceiver**
 - Definition of perception and the Dynamics of Perception
 - Sensation
 - The differential Threshold
 - Level of Awareness
 - Consumer Imagery
- **The consumer as a learner**
 - Meaning of Learning and how learning works
 - Conditioning and Detailed Learning Characteristics
 - Brand Loyalty

- **Personality and Consumer Behavior**
 - Definition, nature and Theories of personality
 - Personality and Market Segmentation and Psychographic Segmentation
- **Attitudes in Consumer Behavior**
 - Meaning, structure, measurement development and maintenance of an attitude
 - Cognitive dissonance and How to change attitudes
- **Communication and Consumer Behavior**
 - Definition, structure and process of communication
 - The Audience, The source, The medium, The message
- **Group Dynamics and Consumer Reference Groups**
 - Definition, Types and vocabulary of group dynamics
 - Consumer-Relevant Groups, Reference Groups with Promotional applications
- **The Family**
 - Family decision making
 - The family Life Cycle
- **Personal Influence and the Opinion Leadership Process**
 - Meaning, Dynamics, The measurement and profile of Opinion leadership
 - Frequency and Overlap of opinion leadership
 - The opinion leadership environment
 - Opinion leadership and the firm's promotional strategy
- **Social Class, Culture, Sub Cultures and Consumer Behavior**
 - What is social class?
 - Culture and Consumer Behavior
 - What is sub-culture?
- **Consumer Decision Making**
 - Definition, and Three views of decision
 - consumer decision making
 - A simple model of consumer decision Making
 - Comprehensive Models of Consumer Behavior