**Paper Name: MM 401 : Consumer Behaviour**

1. Introduction: Defining Consumer Behaviour; Reasons for studying consumer behaviour, applying consumer behaviour knowledge; Understanding consumer and market segments; Environmental influences on consumer behavior: [ 4hrs]
2. The consumer research process : Importance and use. Bases of segmentation. Effective targeting and segmentation strategies. [ 2 hrs]
3. Consumer decision process: Problem recognition; Search and evaluating; Purchasing processes, Post-purchase behaviour; Consumerism. [ 2 hrs]
4. Personality and consumer behavior: Nature of personality, Freudian, Neo-freudian and trait theories. Role of personality in understanding consumer diversity. Product personality and brand personification. Self-image [ 4 hrs]
5. Consumer motivation: Concepts, Types of motives and application in consumer behaviour [ 2 hrs]
6. Consumer perception: Related concepts, subliminal perception. Perceptual selection, organization and interpretation. [2 hrs]
7. Consumer learning: cues, response and reinforcement. Behavioral learning and cognitive learning theories. Recognition and recall. [2 hrs]
8. Attitude: Concepts and its formation of attitude. Cognitive, Theories of attitude and models , Change of attitude , Attitude reinforcement [ 4 hrs]
9. Communication process and its relation to consumer behaviour. [2 hrs]
10. Self Concept : Overview, Types, Application [ 2 hrs]
11. Socio cultural factor : Social class, social Stratification, Reference Group Influence, family and household, personal influences and diffusions of innovations. Influence of culture, Cultural values, Cross cultural understanding of consumer Behaviour, Types of Subculture [ 4 hrs]
12. Consumer behaviour models: Howard-Sheth, EKB and Nicosia model of Consumer Behaviour [ 2 hrs]
13. Organizational Behaviour : Concept, Buying situations, Factors, Organizational buyer vs consumers [ 2 hrs]
14. Relationship marketing : Overview and recent trends [ 2 hrs]
15. Case Studies [ 4 hrs ]

Suggested Readings

1. Desmond J- Consuming Behaviour (Palgrave)
2. Loudon D L- Consumer Behaviour (Tata McGraw-Hill)
3. Schiffman and Kanuk- Consumer Behaviour (Prentice-Hall)
4. Rama Mohana Raok – Services Marketing (Pearson Education)
5. Blackwell et al- Consumer Behaviour (Vikas)
6. Hawkins, D.I., Best, R.J.. Koney, K.A.& Mookerjee, A.: TMH
7. Solomon, M. R., Consumer Behaviour, Pearson Education