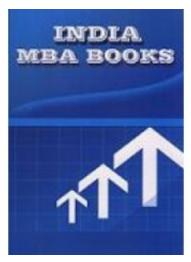
# MKTG304 PRINCIPLES OF CONSUMER **BEHAVIOUR**



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Course Contents/Syllabus:

Weightage (%)

Module I Introduction

Consumer Behaviour: Definition and significance.

Understanding consumer and market: Profile of Indian and Global Consumers.

Applications of consumer behaviour knowledge in marketing

Methods of consumer research 15

Module II External Influences on Buying Behaviour

Culture: Meaning and Characteristics.

Cross Cultural understanding of Consumer Behaviour. Subculture, Social class, Demographics and social stratification

Social Groups: Meaning and formation of a group, group properties. Family: Lifecycle and its significance on Consumer Behaviour.

Family purchase decision process.

Reference group influences on consumer behaviour and marketing strategy.

Module III Internal Influences on Buying Behaviour

25

Personality, self concept and Lifestyle and its relevance in consumer behaviour.

Motivation: Nature and role of motives and their significance in marketing.

Perception and Marketing Strategy; Consumer Learning

Outcomes and measures of consumer learning

Attitudes: Characteristics, functions and its importance in buyer behaviour.

Strategies for changing attitude and intentions

Module IV Consumer Decision Process

- Consumer decision process model
- Types of consumer decisions.
- Situational Influences.

Problem Recognition, Search and Evaluation, Purchasing Process.

Post-purchase Behaviour: Post Purchase evaluation, Post-purchase dissonance and Product disposition.

Module V: Technology Diffusion

- Cyber psychology
- How consumers influence technology and how technology changes consumers
- Customer Life Time Value Analysis
- Customer choice predictions
- Recommendation of products based on collaborative choices

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