

# MKTG304 PRINCIPLES OF CONSUMER BEHAVIOUR



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## Short Description

**MKTG304 PRINCIPLES OF CONSUMER BEHAVIOUR**

## Description

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**Course Contents/Syllabus:**

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## 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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