

Consumer behavior



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DBA 7002 Consumer behavior

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Application of knowledge of Consumer Behaviour in marketing decisions.

UNIT II CONSUMER BEHAVIOR MODELS - Industrial and individual consumer behaviour

models - Howard- Sheth, Engel – Kollat, Webster and Wind Consumer Behaviour

Models – Implications of the models on marketing decisions.

UNIT III INTERNAL INFLUENCES - Psychological Influences on consumer behavior –

motivation – perception – personality Learning and Attitude- Self Image and Life styles

– Consumer expectation and satisfaction.

UNIT IV EXTERNAL INFLUENCES - Socio-Cultural, Cross Culture - Family group –

Reference group – Communication -Influences on Consumer behavior

UNIT V PURCHASE DECISION PROCESS - High and low involvement - Pre-purchase and

post-purchase behavior – Online purchase decision process – Diffusion of Innovation –

Managing Dissonance - Emerging Issues

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