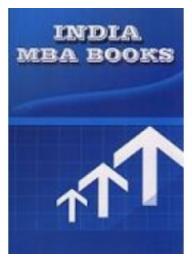
# Consumer behavior



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Application of knowledge of Consumer Behaviour in marketing decisions.

UNIT II CONSUMER BEHAVIOR MODELS - Industrial and individual consumer behaviour

models - Howared- Sheth, Engel - Kollat, Webstar 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 - Prepurchase and

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

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