

603 CONSUMER BEHAVIOR

➤ Introduction

- Definition and objectives of Consumer Behavior, Application of CB to Marketing.

➤ Consumer and Market Segmentation:

- Alternative Market Strategies, Demographic Segmentation, Usage Segmentation Benefits Segmentation, Product Positioning.

➤ Environmental Influence on CB

- Family, culture and Sub-culture, Social class, Reference group, Adoption and Diffusion of Innovations

➤ Individual Determinants of CB

- Personality and Self concept, Motivation and Involvement, Consumer Learning and Memory, Information Processing, Attitudes

➤ Consumer Decision of CB

- Problems Recognition, Information Search and evaluation, Purchase Process, Post Purchase Behavior.

➤ Organizational Buying Behavior:

- Nature of Organizational Buying, Influence on Organizational Buying Behavior, Organizational buying Decision.

Text Books:

1. Shiffman, Leon G. and Kannk, Leslie Lazer: *Consumer Behavior*
2. Wilkie William: *Consumer Behavior*
3. Loudon David L. and Della Bitta, Albert J. : *Consumer Behavior*.