

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR	L	T	P	C
MBA III Semester	4	0	0	4

(17E00309) CONSUMER BEHAVIOR
(Elective II)

Objective : The objective of the above course is to enable students to understand the perspectives of consumers and their buying behavior. The pre-requisite for the course is Marketing Management .

1. **Introduction to consumer behavior:** Understanding consumers and market segments. Consumer behavior and marketing strategy, Psychographic Dimensions- consumer motivation, Perception, personality, Information processing, Attitude formation and attitude change.
2. **Social and Cultural Environment :** Economic, Demographic, Cross Cultural and socio-cultural influences, Social Stratification, Reference Groups and family influences, personal influence.
3. **Communication and consumer behavior:** Process, designing persuasive communication and diffusion of Innovations. Models of Buyer behavior- Howard – Sheth Model, EKB Model, Webster and Wind Model.
4. **Consumer decision process :** High and Low Involvement, Pre-purchase processes, Purchase ,post purchase process, Consumption and Evaluation, Brand Loyalty and Repeat Purchase Behavior.
5. **Consumerism:** The roots of consumerism, consumer safety, consumer information, environmental concerns, consumer privacy, legislative responses to consumerism, and marketer responses to consumer issues. Consumer protection Act 1986, Consumer disputes Redressal agencies and Commission.

Text Book:

- Schiff man , L.G and Kanuk L.L : Consumer Behavior, 8/e ,Pearson,2009

References :

- Ramesh Kumar : Consumer Behaviour (pearson Education)
- LeonG.Scistman& Leslie Leaserkarmal :Consumer Behaviour, PHI
- SujaR.Nair : Consumer Behaviour in Indian Perspective, Himalaya
- Subash Mehta : Consumer Behaviour, Tata McGraw Hill
- RajjevKumra : Consumer Behaviour, Himalaya Publications