

Consumer Behaviour & Marketing Research

Module – I

Introduction to Consumer Behaviour (CB); CB and Marketing Strategy; Models of Consumer Behaviour. Buying Process – Buying Roles; Buying Behaviour; Consumer Involvement and Decision Making; Stages of Buying Decision Process.

Module - II

Internal Determinants of Consumer Behaviour: Needs, Motivation and Involvement; Consumer Perception; Learning; Attitudes and Attitude Change; Personality and Psychographs.

Module - III

External Determinants of Consumer Behaviour: Family and Household Influences; Reference Groups and Social Class; Influence of Culture; Sub-Culture aspects of Consumer Behaviour.

Module - IV

Marketing Research – Concept, Process of Marketing Research, Type of Marketing Research, Data Sources – Primary, Secondary; Methods of Primary Data Collection, Questionnaire design, Measurement Scales and Marketing Research Ethics.

Suggested Readings:

1. Bennett, P. D. and H. H. Kassarijion, *Consumer Behaviour*, Prentice Hall, New Delhi 2010
2. Schiffman L. G. And Kanuk L. L. *Consumer Behaviour*, Pearson Education, New Delhi 2008
3. Louden Delta Bitta and Miniard, *Consumer Behaviour*, McGraw Hill, New York 2007
4. Jim Blythe, *The Essence of Consumer Behaviour*, Prentice Hall, New Delhi 1997
5. Jain, P. C. & Monika Bhatt, *Consumer Behaviour in Indian Context*, Sultan Chand Ltd., New Delhi 2008

Journals

1. International Journal of Research in Marketing, Elsevier
2. Qualitative Market Research: An International Journal, Emerald Insight