

AGE-963	<u>CONSUMER BEHAVIOUR</u>	3(3-0)
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Learning Objectives

The aim of this course is to understand consumer behaviour, marketing task and their interactions with consumer behaviour.

Course Contents

Understanding consumer behaviour characteristics, Research on consumer behaviour and purchasing decisions, General model of consumer behaviour research process, Ethics in consumer research, Human perception process, Measurement of belief, Cognition and memory, Measurement of retention, Types of segmentation, Future of segmentation and positioning, Theory and application of consumer and industrial buying behaviour, Organization/customer decision making process, Impact of internal psychological factors affecting the decision making process including perception, Intra and inter organizational influences and public/government regulations, Consumer post purchase dissonance and strategies, Cross cultural consumer behaviour.

Suggested Readings

1. Hoyer, W.D., D.J. MacInnis and R. Pieters. 2012. Consumer Behaviour. Cengage Learning, NJ, USA.
 2. [Michael, R.S.](#) 2011. Consumer Behaviour. Prentice Hall, London, UK.
 3. Plessis, [P.J.](#), G.G. Rouseau and L. Ehiers. 2011. [Buyer Behaviour: Understanding Consumer Psychology and Marketing](#). Oxford University Press, NJ, USA.
 4. Schiffman L. and L. Kanuk. 2014. Consumer Behaviour. Prentice Hall, New York, USA.
- Solomon, M.R. 2016. Consumer Behaviour: Buying, Having, and Being. Pearson Education, NJ, USA.