

Syllabus

Panjab University

Latest Syllabus for M.Com. – (4th Semester)

MC. 406–Consumer Behaviour

OBJECTIVE : *Knowledge of consumer behaviour is prerequisite for developing effective marketing strategy. The purpose of the course is to provide an in-depth understanding of the consumer and industrial buying processes and their determinants as relevant for marketing decision making.*

UNIT – I

Consumer Behaviour : Importance and Nature of consumer behaviour; Types of consumers and their role; **Consumer buying process** and determinants; Changing profile of Indian consumers.

UNIT – II

Individual Differences in Consumers : Needs and motivation; Perception; Attitude and attitude change; Learning and learning theories ; **Personality and life style analysis.**

UNIT – III

External determinants of Consumer Behaviour : Family and its influence on consumer buying behaviour. **Group and their influences ; Social class; Culture and sub-culture.**

UNIT – IV

Models of consumer behaviour : Business buying behaviour. **Cross-cultural dimensions of consumer behaviour;** Consumer research – complexities and issues.