

# SYLLABUS

## PANJAB UNIVERSITY

### BBA 305 : CONSUMER BEHAVIOUR

**Objective :** *The course of Consumer Behaviour aims at enabling students to understand the process of consumer behaviour, issues and dimensions, various internal and external factors that influence consumer behaviour and to apply this understanding to the development of marketing strategy.*

#### Unit - I

**Consumer Behaviour :** Nature, Characteristics, Scope, Relevance and Application; Importance of consumer behaviour in marketing decisions; Consumer Vs Industrial Buying Behaviour.

**Determinants of Consumer Behaviour :** Role of Motivation; Personality and Self Concept; Attention and Perception; Consumer Learning; Consumer Attitudes-Formation and Change; Consumer Values and Lifestyles.

**External Determinants of Consumer Behaviour :** Influence of Culture and Sub Culture; Social Class; Reference Groups and Family Influences; Basic models of consumer behaviour.

#### Unit - II

**Consumer Decision Making Process :** Problem Recognition-Methods of problem solving; pre-purchase search influences-information search; alternative evaluation and selection; outlet selection and purchase decision (compensatory decision rule, conjunctive decision, rule, Lexicographic rule, affect referral, disjunctive rule); Post Purchase Behaviour; Situational influences; Cognitive Dissonance.

**Diffusion of Innovation :** Definition of innovation, Product characteristics influencing diffusion, resistance to innovation, adoption process.

**Consumer Involvement :** Role of consumer Involvement; Customer Satisfaction; Consumer behaviour-interdisciplinary approach.

**Researching Consumer Behaviour :** Online Customer Behaviour; Diversity of Consumer Behaviour, Role of Consumer Behaviour in Marketing Strategy.