

Consumer Behaviour - Video course

COURSE OUTLINE

Focus of the course would be on the psychological and sociological elements and their impact on consumer decision making. The course will help the students take a holistic view of the buyer; it will help equip them with knowledge of various models and frameworks to help understand buyer behavior and align the knowledge with formulation of appropriate marketing strategies. The objective is to gain an understanding of the theoretical and conceptual concepts of buyer behavior and apply them to real life marketing situations and practices.

COURSE DETAIL

S.No	Topic	No. of Hours
1	Module 1: Introduction To The Study of Consumer Behavior	2
2	Module 2: Market Research and Consumer Behavior	2
3	Module 3: Market Segmentation and Positioning	2
4	Module 4: The Consumer Decision Making Process	2
5	Module 5: Models Of Consumers	4
6	Module 6: Psychological Influences on Consumer Decision Making	19
7	Module 7: Sociological Influences on Consumer Decision Making	7
8	Module 8: Diffusion of Innovation	2
	Total Hours	40

References:

- Consumer Behavior, Schiffman, L.G. and KanukL.L., Prentice Hall, India
- Consumer Behavior, Concepts and Applications, Loudon, D.L. and Bitta, A.J.D, Tata McGraw Hill
- Consumer Behavior and Marketing Startegy, Peter, J.P. and Olson, J.C., , Schiffman, L.G. and KanukL.L., Prentice Hall, India

NPTEL

<http://nptel.iitm.ac.in>

Management

Pre-requisites:

Marketing Management.

Coordinators:

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