

NORTH MAHARASHTRA UNIVERSITY, JALGAON
COMMERCE AND MANAGEMENT FACULTY
CLASS: M. COM. SEM. I
SUBJECT : MARKETING MANAGEMENT
Title of Paper: Consumer Behavior
TOTAL MARKS: 100 [INTERNAL 40 + EXTERNAL 60]

Objective :

- To facilitate understanding of the conceptual framework of marketing .
 - Students able to define and analyze the marketing problems through the formulation of marketing objectives, policies, programmes and strategies.
 - To help students comprehend various situations and marketing terminologies
 - To help students understand various marketing tools/models for solving marketing problems
 - To understand effective marketing strategies to achieve organizational objectives.
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01. Introduction:
Definitions: Market, Marketing, Selling, Buying, Purchasing,
Need, Wants and Demand, Products, Value, Cost and Satisfaction,
Customer and Consumer.
Difference between Customer and Consumer,
Major Types of Customers,
Environment and Consumer Behavior- Demographic, Socio-economic,
Cultural, political & Technological 08
02. Consumer Behavior:
Buying Roles: Initiator, Influencer, Decider, Buyer, User.
Definition of Behavior, Types of Buying Behavior,
Complex Buying Behavior,
Dissonance - Reducing Buying behavior,
Habitual Buying Behavior,
Variety – Seeking Buying behavior 08
03. Consumer Psychology:
Consumer Learning,
Consumer perception,
Formation of Attitude and Change in Attitude
Consumer Education & Motivation 08

04	Individual Buyer Behavior: Major Factors influencing individual buyer behavior: Cultural Factors, Social Factors, Personal Factors, Psychological Factors Consumer Buying Decision Process: Need Recognition, Information Search, Evaluation of Alternatives, Post purchase Behavior.	08
05	Industrial Buyer Behavior: Definition of Industrial and Business Buyer, Buying Decision Process of Business Buyer, Participation in Buying Decision, Factors affecting Buying Decision Institutional Buyer and Government Buyer	08
06	Buyer Behavior Models and Customer Value: The Five Stage Model, Howard-Sheth Model, The Nicosia Model, EKB Model, Webstar and Wind Model Customer Perceived Value, Total Customer Satisfaction, Maximizing Customer Lifetime Value Customer Relationship and Loyalty	08

REFERENCE BOOKS:

1. Kotler, Keller, Koshi, Jha – Marketing Management- XIIIth Edition- Pearson Education
2. Kumar: Conceptual Issues in Consumer Behavior : The Indian Context, Pearson Education, New Delhi
3. Jay D Lindquist and M Joseph Sirgy, Shopper, Buyer and Consumer Behaviour, Second Edition, Bizttantra, New Delhi
4. David L Loudon and Albert J Della Bitta, Consumer Behaviour, 4/e, TMH, New Delhi
5. Schiffman, L.G and Kanuk L.L Consumer Behaviour, 8/e, Pearson Education, New Delhi
6. Roger D. Black Well et al, Consumer Behaviour, 9/e Thomson, New Delhi
7. K.K.Srivastava, Consumer Behaviour, Galgotia Publishing Co. New Delhi
8. Henry Assael, Consumer Behaviour, 6/e, Thomson, New Delhi
9. Michael R. Solomon, Consumer Behaviour, 5/e, PHI, New Delhi
10. Consumer Behaviour in Indian Perspective – Suja Nair – Himalaya Publishers, 2004
11. Consumer Behaviour- Satish k Batra & S H H Kazmi, Excell Book