



ANDHRA UNIVERSITY

ఆంధ్ర విశ్వకళా పరిషత్

Accredited by NAAC with 'A' Grade ISO 9001: 2015 Certified

Course: Consumer Behaviour

Summary

Course Status:	Upcoming
Course Type:	Elective
Duration:	8 weeks
Last Date for Enrollment:	28th Feb 2023
Start Date:	1 st March 2023
End Date:	30 th May 2023
Exam Date:	15th June 2023
Category:	Management
Credit Points:	2
Level:	Undergraduate/Postgraduate

Course Layout

Week 1: Introduction to Consumer Behaviour

Structure: Introduction – Meaning of Consumer Behaviour – Concept, Scope and importance of Consumer Behaviour – Customer Vs. Consumer – Evolution of Consumer Behaviour – Consumer Research Process – Applications of Consumer Behaviour – Factors Affecting Consumer Behaviour – Psychological Process of behavior – Consumerism – Consumer Rights – Consumer behavior in the era of digital Marketing – Consumer Privacy – Ethics and Consumer Behaviour – Summary – Key Words – Self Assessment Questions

Week 2: Personality and Consumer Behaviour

Introduction – Meaning and Concept of Personality – Characteristics of Personality – Determinants of Personality – Theories of Personality – Applications of Personality concepts in Marketing – Brand Personality – Product Personality – Self-Concept – The Myers-Briggs Type Indicator (MBTI) – The Big Five personality traits – 16 Personality Factors – Holland Occupational Themes (RIASEC) – Summary – Key Words – Self-Assessment Questions

Week 3: Consumer Attitude & Learning and Consumer Behaviour

Introduction – Definition and Meaning of Consumer Attitude – Concept – Scope – Characteristics and importance of Consumer Attitude – Components of Attitude – Sources of Attitude Formation – Relationship between Attitude and Consumer Behaviour – Models of attitudes – Strategies to Change Attitude
Meaning and definition of Learning – Elements of Consumer Learning – Behavioral Learning Theories and their Marketing Applications – Cognitive Learning Theory – Involvement Theory – Pavlovian Learning Model – Measures of Consumer Learning – Summary – Self-Assessment

Week 4: Consumer Perception

Introduction – Meaning and definition of Consumer Perception – Factors affecting Perception – Elements of Consumer Perception – Dynamics of Perception – Consumer Imagery – Perceived Risk – Marketing Application of Perception – Summary – Self-Assessment

Week 5: Motivation and Consumer Behaviour

Introduction to Motivation – Definition and concept of motive and motivation – Types of Motivation – Motivation Process – The Theories of Motivation – Consumer Needs and Goals – Consumer Motivation – Relationship of Motivation with Consumer Behaviour – Maslow's Theory and Marketing – Marketing Strategies and Purchase Motives – Summary – Key words – Self-Assessment

Week 6: Environmental Influences on Consumer Behaviour & Social Class and Consumer Behaviour Structure

Introduction to Environment – Definition and concept of Culture – Types of Culture – Cultural Influences on Consumer Behaviour – Definition and concept of Groups – Types of Groups – Role of Reference Group – Influences of Groups on Consumer Behaviour – Definition and concept of Family – Family Life Cycles – Family Decision Making – Definition and concept of Opinion Leadership – Diffusion of

innovations – Adopters –What is Social Class? – The Measurement of Social Class – Social Class Mobility – Geo-demographic Clustering – Social Class and Consumer Behaviour – Summary – Key Words – Self Assessment Questions

Week 7: Consumer Decision Making Process and Models

Introduction – Meaning and Concept of Consumer Decision Making – Types of consumer decision – Consumer Decision Making Process – Problem Recognition – Information Search – Information Evaluation – Consumer Behavior in adopting new products – Types of Buying behavior – Post Purchase Behaviour – Consumer Satisfaction and Dissatisfaction – Store and Non Store Purchasing Process – Organizational Buying Behaviour – Consumer Behavior Models: Howard–Sheth Model – Consumer Behavior Models: Engell Kollat–Blackwell Model – Consumer Behavior Models: Nicosia Kino Model – Consumer Behavior Models: Family Decision Making Model – Consumer Behavior Models Bettman’s Information Processing Model – Summary – Key Words – Self-Assessment Questions

Week 8: Market Segmentation

Introduction – Meaning and Concept of Market Segmentation – Need for Market Segmentation – Significance of Market Segmentation – Determinants of Market Segmentation – Benefits and Limitations of Market Segmentation – Target Marketing – Positioning Strategy – Summary – Key Words – Self-Assessment Questions

Certificate Course

The course is free to enroll and learn from.

Date of Online Exams:**15th June 2023**, Time: 3 pm to 6pm.

More details will be made available when the exam registration form is published. If there are any changes, it will be mentioned then.

CRITERIA TO GET A CERTIFICATE

- Continuous Evaluation – 25% weightage, Students need to complete 2 Assignments per Course through LMS
- Exam Score = 75% Weightage, Students to Attempt the Examinations for 75 Marks through LMS
- Passing Criteria – 40%

Only the e-certificate will be made available. Hard copies will not be dispatched.

Once again, thanks for your interest in our online courses and certification. Happy learning.