CONSUMER BEHAVIOR

- Introduction
  - Definition and objectives of Consumer Behavior, Application of CB to Marketing.

- Consumer and Market Segmentation:
  - Alternative Market Strategies, Demographic Segmentation, Usage Segmentation
    Benefits Segmentation, Product Positioning.

- Environmental Influence on CB
  - Family, culture and Sub-culture, Social class, Reference group, Adoption and Diffusion of Innovations

- Individual Determinants of CB
  - Personality and Self concept, Motivation and Involvement, Consumer Learning and Memory, Information Processing, Attitudes

- Consumer Decision of CB
  - Problems Recognition, Information Search and evaluation, Purchase Process, Post Purchase Behavior.

- Organizational Buying Behavior:
  - Nature of Organizational Buying, Influence on Organizational Buying Behavior, Organizational buying Decision.

Text Books:
1. Shiffman, Leon G. and Kannk, Leslie Lazer: Consumer Behavior
2. Wilkie William: Consumer Behavior