

# DR. BABASAHEB AMBEDKAR OPEN UNIVERSITY

## SCHOOL OF COMMERCE & MANAGEMENT

### M.B.A. SEMESTER – III (SPECIALIZATION) (MARKETING)

#### 1. CONSUMER BEHAVIOUR

Sr. No.	Unit
1	<p><b>Introduction to Consumer Behavior</b></p> <ul style="list-style-type: none"> <li>• Definition &amp; meaning</li> <li>• Stages of buying process</li> <li>• Nature of consumer behavior</li> <li>• Why consumer behavior is important</li> <li>• Type of consumer behavior</li> <li>• Keywords</li> <li>• Exercise</li> </ul>
2	<p><b>Consumer Behavior as a field of study</b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Use of newer approaches in exploring what makepeoples as they do</li> <li>• Description of consumer behavior</li> <li>• Socio culture factor official of buying process</li> <li>• Social factor and their influences on purchase</li> <li>• Individual factor</li> <li>• Keywords</li> <li>• Exercise</li> </ul>
3	<p><b>Consumer Motivation</b></p> <ul style="list-style-type: none"> <li>• Definition</li> <li>• What are needs?</li> <li>• What do want?</li> <li>• What are goal?</li> <li>• Theories of motivations</li> <li>• Maslow’s theory of need hierarchy</li> <li>• Motivational theory and marketing strategy</li> <li>• Keywords</li> <li>• Exercise</li> </ul>
4	<p><b>Consumer Personality and perception</b></p> <ul style="list-style-type: none"> <li>• Definitions</li> <li>• Nature of personality</li> <li>• Personally theories</li> <li>• Selective perception</li> </ul>

	<ul style="list-style-type: none"> <li>• Subliminal perception</li> <li>• Keywords</li> <li>• Exercise</li> </ul>
5	<b>Consumer Learning and Attitudes</b> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• The consumer learning process</li> <li>• Behavioral learning theory</li> <li>• Cognitive learning theory</li> <li>• Multi attribute attitude model</li> <li>• Attitude change strategy</li> <li>• Keywords</li> <li>• Exercise</li> </ul>
6	<b>Consumer Decision Making Process</b> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Problem recognition</li> <li>• Source of problem recognition</li> <li>• Evolution of alternatives</li> <li>• Purchase decision</li> <li>• Post purchase behavior</li> <li>• Keywords</li> <li>• Exercise</li> </ul>
7	<b>Cultural influences on Consumer Behaviour</b> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Culture</li> <li>• Sub-culture</li> <li>• Social class</li> <li>• Reference groups</li> <li>• Situational determinates</li> <li>• Exercise</li> </ul>
8	<b>Social influences on Consumer Behaviour</b> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Reference groups</li> <li>• Immediate family member</li> <li>• Relatives</li> <li>• Status in socially</li> <li>• Keywords</li> <li>• Exercise</li> </ul>
9	<b>Multidisciplinary Nature of Consumer Behavior</b> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Economics</li> <li>• Psychology</li> <li>• Sociology</li> <li>• Anthropology</li> <li>• Communication</li> <li>• Keywords</li> <li>• Exercise</li> </ul>

10	<p data-bbox="329 113 943 149"><b>Emerging trends in Consumer Behaviour</b></p> <ul data-bbox="375 155 1162 653" style="list-style-type: none"><li data-bbox="375 155 581 184">• Introduction</li><li data-bbox="375 195 870 224">• Increased demand for transparency</li><li data-bbox="375 235 760 264">• Accelerated online buying</li><li data-bbox="375 275 1162 304">• Increased focus on what's truly importantCommunication</li><li data-bbox="375 315 846 344">• Greater human elements in client</li><li data-bbox="375 354 704 384">• B2b customer gaining</li><li data-bbox="375 394 943 424">• Consumer looking for social experiences</li><li data-bbox="375 434 711 464">• More people approach</li><li data-bbox="375 474 662 504">• Content marketing</li><li data-bbox="375 514 857 543">• Increase process on green product</li><li data-bbox="375 554 704 583">• Value based spending</li><li data-bbox="375 594 553 623">• Keywords</li><li data-bbox="375 634 532 663">• Exercise</li></ul>