

Consumer Behavior

OBJECTIVE:

The study of **Consumer Behavior** is intended to acquaint you with what marketers need to know to understand their task of meeting the needs and wants of consumers in the development of marketing strategy, as well as what it means to be a **consumer** in a market-oriented society.

PRE-REQUISITE(s):

Basic understanding of fundamental consumer behaviour concepts would help.

OVERVIEW:

Consumer behavior is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions.

Marketers expect that by understanding what causes the consumers to buy particular goods and services, they will be able to determine—which products are needed in the marketplace, which are obsolete, and how best to present the goods to the consumers.

Why take this course?

- It is important to learn the art of marketing in association with Psychology, and this course truly serves the purpose.
- It helps you to sell things better as it becomes easier by understanding the consumer psychology.
- It helps you to identify the major consumers and also create a good rapport.

What you will learn in this course:

- The body language and the other attributes of consumers.
- Terms of aligning the products with consumer psychology.
- Understanding marketing factors such as product design, price, promotion, packaging, positioning and dis-tribution.

Who this course is for:

- Students aiming at a career in marketing and other relevant areas.
- Students who wish to learn an extra trait to help them survive in the competitive world.

Course Outline:

S. No.	Chapter	No. of hours
Chapter 1	Consumers in the Market Place	3
Chapter 2	Problem Recognition and Information Search	4
Chapter 3	Applying Consumer Behavior Concepts to Real World Strategic Marketing Management Decision Making	5
Chapter 4	Psychological Influences on Consumer Behavior	5
Chapter 5	Case Studies	3
Chapter 6	Sociological Influences on Consumer Decision Making	3
Chapter 7	Organizational Buying and Innovation	3
Chapter 8	Concluding	4