

Psychology and Consumer Behaviour

Suggestive Coverage:

- 1) Introduction to consumer behavior, changes in taking place in society which influence consumer behavior
- 2) Market Segmentation and Strategic Targeting
- 3) Introduction to psychology and social psychology and key concepts: Motivation, Personality, Perception, Learning, Attitude, Social institutions, Culture
- 4) Consumer Motivation, Personality and Consumer Behavior
- 5) Consumer Learning and Memory
- 6) Consumer Attitude Formation and Change
- 7) Communication and Consumer Behavior
- 8) Family and Social Class standing,
- 9) Influence of culture on consumer behavior, Cross cultural influences and the global consumer
- 10) Diffusion of innovation
- 11) Consumer Decision - making
- 12) **Consumer Research Process**, developing parameters, metrics for quantitative studies, qualitative research tools
- 13) Consumer Ethics, CSR, Neuro marketing and other issues

Suggestive Text Books:

1	Text Books	Schiffman and Kanuk, Consumer Behaviour, Prentice Hall
		Solomon M. Consumer Behaviour: Buying, Having and Being, Prentice Hall
		Consumer Behaviour by David Loudon, Albert J. Della Bitta, Tata McGraw Hill
		Consumer Behaviour by Hawkins, Mothersbaugh, Tata McGraw Hill
		Consumer Behaviour by Batra, Kazmi, Excel Books
2	Reference Books	Ariely D., Predictably Irrational
		Underhill P., Why we Buy
		Gladwell M., The Tipping Point
		Lindstrom M., Buyology
		Rapille C., The Culture Code
3	Web Sites	www.consumerpsychologist.com
		http://www.psychology.org/links/Environment_Behavior_Relationships/Consumer/
4	Journals	Journal of Consumer Behaviour, Journal of consumer Psychology