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CONSUMER BEHAVIOUR

SEMESTER IV

MASTER OF COMMERCE

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

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COURSE INTRODUCTION

The **"Consumer Behaviour"** course is provided to the learners of M.Com. 4th semester in the area of management specialisation. This course focuses on the different aspects of consumer behaviour. Consumer behaviour plays an important role in the marketing of goods and services. There are various factors that influence consumer behaviour like, consumer perception, attitude, cultural influence etc. Besides that, the course will deal with the process of consumer decision- making etc.

The course contents have been divided into fourteen units that comprise of Introduction to Consumer Behaviour and Consumer Research, Marketing Segmentation and Positioning, Consumer Motivation, Consumer Perception, Consumer Learning, Memory and Involvement, : Consumer Attitudes, Consumer Behaviour and Marketing Communications, Cultural Influences on Consumer Behaviour, Social Class and Group Influences on Consumer Behaviour, Diffusion of Innovation, Situational Influence on Consumer's Decision and the Decision Models, Consumer Decision- making Process and Organisational Buying Behaviour.

While going through the unit of the course, you will notice some along-side boxes, which have been included to help you know some of the difficult, unseen terms. Again, we have included some relevant concepts in "LET US KNOW" along with the text. And, at the end of each section, you will get "CHECK YOUR PROGRESS" questions. These have been designed to self-check your progress of study. It will be better if you solve the problems put in these boxes immediately after you go through the sections of the units and then match your answers with "ANSWERS TO CHECK YOUR PROGRESS" given at the end of each unit.