



**CONSUMER BEHAVIOR**  
(GE Inter-Departmental/Inter-Disciplinary)

**Credits: 2**

**Subject Code: G23BBR1T**

**Semester: III**

**No. of lecture hours: 30**

**Objective:** To acquaint the students with the principles and practices of management.

**Objective:** The course of Consumer behavior equips students with the basic knowledge about the issues and dimensions of consumer behavior and with the skill and ability to analyze consumer information

- CO1.** Understand the characteristics, significance of consumer behavior
- CO2.** Explain and demonstrate the Consumer Needs & Motivation
- CO3.** Classify different types of reference groups
- CO4.** Identify the Consumer Attitudes: Formation of attitudes
- CO5.** Interrelate and understand the essence of Group Dynamics & consumer reference groups

**Unit I Consumer Behavior**

**6hrs**

Nature, scope & application- Characteristics of consumer behavior  
Importance of consumer behavior in marketing decisions-  
Role of consumer research

**Unit II Consumer Needs & Motivation**

**6hrs**

Characteristics of motivation,  
arousal of motives, theories of needs & motivation:  
Maslow's hierarchy of needs, McClelland's APA theory.

**Unit III Consumer Attitudes**

**6hrs**

: Formation of attitudes, functions performed by attitudes, models of attitudes: Tri-component model, multi-attribute model, attitude towards advertisement model: attribution theory.

**Unit IV**

**6hrs**

**Group Dynamics & consumer reference groups:**

Different types of reference groups, factors affecting reference group influence, reference group influence on products & brands, application of reference groups.  
Family & Consumer Behavior: Consumer socialization process, consumer roles within a family, purchase influences and role played by children, family life cycle.

**Unit V**

**6hrs**

**Diffusion of Innovation**

Definition of innovation, product characteristics  
Influencing diffusion, resistance to innovation, adoption process.  
Consumer Decision making process: Process- problem recognition, pre-purchase search influences, information evaluation, purchase decision

**SUGGESTED READING:**

1. Gupta, S.L. and Pal, Sumitra. 2001. 'Consumer Behavior – An Indian Perspective' – Text & Cases. S. Chand and Sons: New Delhi.
2. Chunawall, SA. 2000. 'Commentary on Consumer Behavior'. Himalaya Publishers: Mumbai & Hyderabad.
3. Nair, R. Suja, 2003. 'Consumer Behavior in Indian Perspective'. re-print, Himalaya publishing house: Mumbai & Hyderabad.
4. Hawkins, D.L., Best, R. J., Coney, K.A., & Mookerjee, A: Consumer Behaviour – Building Marketing Strategy, Tata McGraw Hill.
5. Kotler, P. & Keller, K. L.: Marketing Management (Global Edition) Pearson.

  
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## CONSUMER BEHAVIOR

practical

Credits: 1

Semester: III

Subject Code: GEBBR231p

No. of practical hours: 30

### OBJECTIVE:

The aim of this course is to give students practical experience on working in consumer behavior.

**CO1:** To discuss Role of consumer research

**CO2:** To state Consumer Needs & Motivation

**CO3:** To Identify the Consumer Attitudes: Formation of attitudes

**CO4:** To illustrate Classify different types of reference group

**CO5:** explain Consumer Decision making process

### Unit I

6hrs

Role of consumer research and write a note on consumer research

### Unit II

6hrs

Identify the Consumer Needs , prepare forms and results show it in a chart on consumer needs

### Unit III

6hrs

Classify different types of reference groups and prepare forms

### Unit IV

6hrs

Identify the Consumer Attitudes and write about various attitudes

### Unit V

6hrs

Consumer Decision making process steps and prepare a charts in detail .



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