

SYLLABUS

PANJAB UNIVERSITY

BBA 305: CONSUMER BEHAVIOUR

Time : 3 Hours

Maximum Marks : 80

NOTE:

The question paper of each subject covering the entire course shall be divided into three sections:

Section – A (20 Marks) :

This section will have 6 short-answer questions from the entire syllabus. Students are required to attempt 4 questions from this section. Each question will carry 5 marks; the total weightage being 20 marks.

Section – B (30 Marks) :

This section will consist of essay type questions from Unit-I of the syllabus. The candidate will be required to attempt two questions out of four questions. Each question will carry 15 marks; the total weightage being 30 marks.

Section – C (30 Marks) :

This section will consist of essay type questions from Unit-II of the syllabus. The candidate will be required to attempt two questions out of four questions. Each question will carry 15 marks; the total weightage being 30 marks.

UNIT – I

Consumer Behaviour: Nature, characteristics, Scope, Relevance & Application; Importance of consumer behaviour in marketing decisions; Consumer Vs Industrial Buying Behaviour

Determinants of Consumer Behaviour: Role of Motivation; Personality and Self Concept; Attention and Perception; Consumer Learning; Consumer Attitudes-Formation and Change; Consumer Values and Lifestyles.

External Determinants of Consumer Behaviour: Influence of Culture and Sub Culture; Social Class; Reference Groups and Family Influences; Basic models of consumer behaviour

UNIT – II

Consumer Decision Making Process: Problem Recognition-methods of problem solving; pre-purchase search influences-information search; alternative evaluation and selection; outlet selection and purchase decision (compensatory decision rule, conjunctive decision, rule, Lexicographic rule, affect referral, disjunctive rule); Post Purchase Behaviour; Situational Influences; Cognitive Dissonance

Diffusion of Innovation: Definition of innovation, product characteristics influencing diffusion, resistance to innovation, adoption process

Consumer Involvement: Role of Consumer Involvement; Customer Satisfaction; Consumer behaviour-interdisciplinary approach

Researching Consumer Behaviour: Online Customer Behaviour; Diversity of Consumer Behaviour; Role of Consumer Behaviour in Marketing Strategy