CONTENTS

1. CONSUMER BEHAVIOUR

- o Consumer Behaviour: Overview
 - Definition, meaning, nature
 - Reasons for studying Consumer Behaviour
 - Applying Consumer Behaviour Knowledge
 - Understanding Consumer and Market Segments
- o Subculture
- o Social Class
- Social Groups
- o Family
- o Personal Influences and Diffuse of Innovations

2. INTERNAL INFLUENCES OF CONSUMER BEHAVIOUR

- o Personality and Self-concept
- o Motivations and Involvement
- o Information Processing
- Learning and Memory
- o Attitudes and Changing Attitudes

3. MODELS OF CONSUMER BEHAVIOUR

- o Consumer Decision Process
 - (a) Problem Recognition
 - (b) Search and Evaluation
 - (c) Purchasing Process
 - (d) Post-purchase Behaviour
- o Models of Decision-making
- o Consumer Behaviour Models:
 - (a) Nicosia Model
 - (b) Howard-Sheath Model
 - (c) Engel-Blackwell Miniard Model

4. CONSUMERISM

- o Consumerism
- o Organizational Buyer Behaviour
- Consumer Behaviour in India
- o Nature and Factors affecting Industrial Buying

CASE STUDIES-1

- Mystery shopping Study of Customer Behaviour in retail stores
- o International cuisine: Changing Diet Pattern in Urban India
- Family Life Cycle: The Social Security of the aging rural consumer

- o The Metro Savvy
- o Wooing Children Web Playgrounds
- Non-fuel Retail at Petrol Pumps the analysis of its impact on consumer Behaviour
- The Affluent Social class and the Marketing strategy of the Hospitality Industry
- o The Effect of the Videocon campaign on consumer Bahaviour

5. ADVERTISING AND OTHER PROMOTIONAL TOOLS

- o Advertising and Other Promotional Tools
- o Media Planning
- o Advertising Process
- o Role of Advertising in Natural Development

6. ADVERTISING BUDGET

- o Advertising Budget
- o Ethical and Social Issues in Advertising
- STP Strategies for Advertising
- o Evaluating Advertising Effectiveness

7. COPYWRITING

- Copywriting
- o Role of Creativity in Copywriting

CASE STUDIES-2

- o Calvin Klein: A Case Study on Social and Ethical Issues
- o Global Vehicles: Mahendra Taps Strawberry Frog to launch Indian autos in the U.S. in Quiet Ad Review
- Online Advertising in India: the Emerging Scene