



**ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION**

**MINOR**

**Subject: MARKETING**

**w.e.f. AY 2023-24**

**COURSE STRUCTURE**

<b>Semester</b>	<b>Course Number</b>	<b>Course Name</b>	<b>No. of Hrs/Week</b>	<b>No. of Credits</b>
<b>II</b>	1	Fundamentals of Marketing	4	4
<b>III</b>	2	Consumer Behaviour	4	4
<b>IV</b>	3	Advertising	4	4
<b>IV</b>	4	Brand Management	4	4
<b>V</b>	5	Service Marketing	4	4
<b>V</b>	6	Digital Marketing	4	4

## **SEMESTER-III**

### **COURSE 2: CONSUMER BEHAVIOUR**

Theory

Credits: 4

4 hrs/week

#### **Course Objectives:**

- To explain the concept of Consumer Behaviour & describe Consumer research process in detail.
- To understand the factors affecting consumer behaviour in detail.
- To analyse the consumer decision process.
- To assess the impact of consumer's motivation, personality on the buying behaviour.
- To impart the basic knowledge of consumer protection rights.

#### **UNIT I: INTRODUCTION TO CONSUMER BEHAVIOUR:**

Definition, Nature, Scope, Consumer Behaviour's Applications in Marketing: Consumer research process –Defining Research Objectives, Collecting & Evaluating Secondary Data, Primary Research Design, Collecting Primary Data, Analysing Data & Report Preparation.

#### **UNIT II: FACTORS AFFECTING CONSUMER:**

Behaviour Factors influencing Consumer Behaviour– External Influences – Culture, Sub Culture, Social Class, Reference Groups, Family, Internal Influences– Needs & Motivations, Perception, Personality, Lifestyle, Values, Learning, Memory, Beliefs & Attitudes.

#### **UNIT III: CONSUMER DECISION MAKING PROCESS:**

Types of consumer decisions, Consumer Decision Making Process - Problem Recognition - Information Search - Alternative Evaluation –Purchase Selection – Post purchase Evaluation, Buying pattern in the new digital era.

#### **UNIT IV: CONSUMER MOTIVATION & PERSONALITY:**

Consumer Motivation– Needs, Goals, Motive arousal, Maslow's Hierarchy of Needs, Freud's Theory of Motivation , Consumer Personality – Self-concept theory, Psychoanalytic Theory, Neo-Freudian Theory, Trait Theory.

## **UNIT V: MARKETING COMMUNICATIONS, CONSUMER RIGHTS:**

Marketing Communication Process, Types of Communication systems – Interpersonal, Impersonal, Persuasive Communication, Consumer Protection Act 1986, Rights of consumers.

### **Reference Books:**

1. Leen G. Schiffman and L.H.Kanuk: Consumer Behaviour, Pearson Education
2. Hawkins, Best, Coney: Consumer Behaviour Building Marketing Strategy, Tata McGraw Hill.
3. Kazmi : Consumer Behaviour, Excel Publishers.
4. Panwar, J.S. Beyond Consumer Marketing, Sage Response Books, New Delhi.
5. Mukesh Chaturvedi and Abhivan Chaturvedi : Customer Relationship Management An Indian Perspective. Excel Books.