

**SYLLABUS
BA IN FASHION MARKETING AND PROMOTION
SEMESTER – IV**

CONSUMER BEHAVIOR

Sub. Code: BFMP 405

Credits: 04

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1 Introduction

Study of Consumer Behaviour: Introduction, Organisational Buying; Study of Consumers: Market Segmentation, Consumer Research Process, Conducting Research Study.

Unit 2: Consumer as an Individual

Consumer Needs and Motivation: Consumer Needs, Consumer Motivation Concept; Perception: Consumer Perception, Dynamics of Perception; Consumer Learning; Consumer Attitudes; Attitude Formation and Change; Consumer Personality; Communication: Components of Communication, Designing Persuasive Communications.

Unit 3: Consumers in their Social and Cultural Settings

Consumers Behaviour in Social Settings: Group Dynamics and Consumer Reference Group, Role of Family; Family Decision-Making, Social Class, Culture and Consumer Behaviour: Culture, Subcultures and Consumer Behaviour, Cross-Cultural Consumer Analysis.

Unit 4: Consumers Decision-Making

Opinion Leadership: Introduction to Opinion Leadership, Diffusion Process, Adoption Process, Process of Decision-Making, Models of Consumer Buying, Industrial Buying Behaviour.

Suggested Readings:

1. Consumer Behavior, Hawkins, Tata McGraw-Hill.
2. Consumer Behavior, John C. Mowen, Michael Minor, Prentice Hall.
3. Consumer Behaviour, Leon G. Schiffman, Prentice Hall.
4. Consumer Behavior, Wayne D. Hoyer, Deborah J. Macinnis, Cengage.