

## M.Com. 118 Consumer Behaviour and Services Marketing

Unit No.	Unit Title	Content
1	Consumer Behaviour	Meaning and Definition of Consumer Behaviour. Need and Advantages to Study Consumer Behaviour. Models of Consumer Behaviour Economic, Learning, Sociological and Psychological Models and other relevant Models.
2	Consumer Motivation.	Introduction, needs, objectives and Scope of Consumer Motivation. Overcoming Problems of Motivational Conflict. Defence Mechanism. Motive arousal, Motivational theories
3	Consumer Personality: Learning Memory and Involvement	Consumer attitudes, beliefs, feelings and Behaviour Consumer Learning attitudes and components of learning Memory system, memory process, concept of involvement, dimensions of involvement
4	Cultural and Social Influences on Consumer Behaviour	Characteristics of Culture, values, sub cultures, cross cultural and multi-cultural influences on Consumer Behaviour. Social Class and Group influences on Consumer Behaviour with regard to money and other status symbols, conformity to group norms behaviour and Influence, family life influences, standard of life and living Influences.
5	Introduction to Services	Meaning, Definition and Characteristics of Services, Types of Services, Core and Augmented Services, Difference between goods and Services, Relevance, changes and trends in the present growing service sector.
6	Designing Suitable Services Marketing Mix Part 1	Designing of Services Mix with reference to Product and Price: Service Development Strategies, The Service Delivery Process, Pricing of Services, Service Pricing Strategies
7	Designing Suitable Services Marketing Mix Part 2	Designing The service Mix with reference to Promotion and Distribution: Developing the Services Communication Strategy, challenges associated with the development of the services communication strategy Managing the firms physical evidence, the development of services capes, Managing the senses when developing services capes, Defining and Measuring Service Quality
8	Effective Management of Service Consumer	Managing Service Consumers, Managing Consumer Service Perceptions, Defining and Measuring Consumer Satisfaction. Customer Loyalty and Retentions

**Reference Books:**

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>	<b>Place</b>
1	Consumer Behaviour	Leon G Schiffman, Joseph Wisenblit and S. Ramesh Kumar	Pearson	USA
2	Consumer Behaviour – Insights from Indian Market	Ramanuj Majumdar	PHI Learning Pvt Ltd	New Delhi
3	Consumer Behaviour—The Indian Context (Concept and Cases)	S. Ramesh Kumar	Pearson	USA
4	Consumer Behaviour	Rodger D Blackwell, Paul W Miniard, James F Engel and Zillur Rahman	Cengage Learning India Pvt Ltd	Delhi
5	International Marketing Mix Management	Tobias Richter	Noyos	Berlin
6	Marketing Management	Russell Winer	Pearson Education	Delhi
7	Public Relation in Marketing Mix	Jordan Goldman,	NTC Business Books	New York
8	Public Relation for Marketing Management	Frank Jefkins	The MACMILLAN Press Ltd	London
9	Marketing Management	Arun Kumar, Rachana Sharma.	Atlantic Publishers &Distributors	New Delhi
10	Marketing Management	Amar Jyoti	Gennext Publishers	New Delhi
11	Services Marketing Concepts Applications and Cases	M.K. Rampal and S.L. Gupta	Galgotia Publishing Co	New Delhi
12	Services Marketing	S.M. Jha	Himalaya Publishing House	Delhi
13	Services Marketing Text and Cases	Steve Baron and Kim Harris	MacMillian Business	London
14	Selling the invisible	Harry Beckwith	Business Plus	Boston
15	Services Marketing	Peter Mudie and Anjela Pierrie	Butterworth-Heinemann	Great Britain
16	Services Marketing Concepts Strategies and Casess	K. Douglas Hoffman and John E.G. Bateson	Cengage Learning	USA

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