Mindluster Platform

About the course Consumer Behaviour

Consumer Behaviour is the analysis of how consumers make decisions about what to buy, when to buy it, and how to do so.

Soft Skills Category's Courses

Course Lesson(40)

Lesson 1 : **Introduction to Consumer Behaviour**

Lesson 2 : **The Changing Patterns of Consumer Behaviour**

Lesson 3 : **Dimensions of Consumerism**

Lesson 4 : **Use of Market Segmentation in Consumer Behaviour**

Lesson 5 : **Process of Motivation**

Lesson 6 : **Theories of Motivation**

Lesson 7 : **Consumer Involvement**

Lesson 8 : **Case Study on Motivation and Involvement**

Lesson 9 : **Concept and Levels of Perception**

Lesson 10 : **Process of Perception**

Lesson 11 : **Theories of Personality I**

Lesson 12 : **Theories of Personality II**

Lesson 13 : **Brand Personality Self concept**

Lesson 14 : **Theories of Learning**

Lesson 15 : **Attitude Formation I**

Lesson 16 : **Attitude Formation II**

Lesson 17 : **Changing Attitude**

Lesson 18 : **Exercise on Attitude Formation and Change**

Lesson 19 : **Values**

Lesson 20 : **AIO Classification**

Lesson 21 : **VALS I Typology**

Lesson 22 : **VALS TM Typology**

Lesson 23 : **Implication of Lifestyle in Marketing**

Lesson 24 : **Influence of Culture on Consumer Behaviour**

Lesson 25 : **Group Influences on Consumption**

Lesson 26 : **Role of Celebrity Endorsement**

Lesson 27 : **Concept of Family Family Life Cycle**

Lesson 28 : **Family Buying Decisions**

Lesson 29 : **Diffusion of Innovations I**

Lesson 30 : **Diffusion of Innovations II**

Lesson 31 : **Influencing Factors for Adoption and Opinion Leadership**

Lesson 32 : **Consumer Decision Making**

Lesson 33 : **Consumer Black Box Model**

Lesson 34 : **Models of Consumer Behaviour I**

Lesson 35 : **Models of Consumer Behaviour II**

Lesson 36 : **Models of Consumer Behaviour III**

Lesson 37 : **Models of Consumer Behaviour IV**

Lesson 38 : **Organisational Buying Behaviour I**

Lesson 39 : **Organisational Buying Behaviour II**

Lesson 40 : **Dimensions of Consumer Research**

Related courses

How to Answer Interview Questions

Organizational Communication

Management Information Systems Basics

Performance Management

Leadership and Power

Business Problem Solving Model

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