

Subject: Business Economics

Course: B.A., 5th Semester, Undergraduate.

Paper No: 521

Paper Title: Consumer Behaviour.

Unit No.: 5 (Four)

Title: Consumer Decision Making Process.

Lecture No: 1 (One)

Title: Opinion Leadership & Diffusion of Innovations.

References

1. Loudon, D.L. and Bitta A.J. Della, Consumer Behavior, Fourth Edition, 2002, Tata McGraw-Hill, New Delhi.
2. Peter, P.J. and Olson, J.C., Consumer Behavior and Marketing Strategy, Seventh Edition, 2005, McGraw-Hill Higher Education.
3. Schiffman, L.G. and Kanuk, L.L., Consumer Behavior, Eight Edition, 2004, Prentice Hall, India.
4. Wells W.D. and Prensky, D., Consumer Behavior, 1996, John Wiley & sons, In

Links

1. http://www.consumerpsychologist.com/cb_Diffusion_of_Innovation.html
2. https://en.wikipedia.org/wiki/Diffusion_of_innovations
3. http://www.indiana.edu/~t581qual/Assignments/Diffusion_of_Innovations.pdf
4. <http://www.vuzs.info/mcqs/203-mgt301-principles-of-marketing/5550-mgt301-solved-mcq-from-books-consumer-and-business-buyer-behavior-1.html>