



Rationale:

Students need to understand the consumer buying process as well as psychological and sociological variables which influence and motivate consumers to buy in order to formulate marketing strategies. They need to differentiate between decision processes for various market segments and customize the knowledge of consumer behaviour to reach them and assist these segments to make a decision in the favour of the organization.

Course Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks
L	T	P		Theory		Practical		
			C	ESE (E)	PA(M)	ESE (V)	PA (I)	
4	0	0	4	70	30	0	50	150

Course Outcomes:

Sr. No.	Course Outcomes
CO1	To understand the conceptual foundations of consumer behaviour and the factors that influence consumer behavior and apply this knowledge to predict how consumers respond to marketing strategies.
CO2	To explore the practical impact of consumer behaviour analysis on marketing mix strategies, market segmentation/positioning, brand loyalty, persuasion process, and promotion.
CO3	To apply the knowledge of internal and external influences on consumer behavior for development of marketing strategy
CO4	To apply the knowledge of consumer behavior in decision making for different segments of consumers

Course Content:

Unit No.	Content	No. of Hours	Marks
1	Understanding Consumer Behavior: Definition and scope of Consumer Behavior, Evolution of Consumer Behavior as a branch of study, Internal and External influences on Consumer Behavior, Roles played by a consumer-buyer, payer, user, Customer Value: Relationship between Marketing strategy and consumer behavior, Meaning & Difference between Industrial Product and Consumer Product	5	14
2	Internal Influences: Consumer Needs- Types of needs and Maslow's theory Motivation- definition and process of motivation Psychographics- definition and components Perception-definition, stages, biases, perceptual threshold, managerial use of perception Attitude- definition, characteristics, formation, attitude change methods, multi-attribute model Memory-encode, store and retrieve information Involvement- definition, dimensions, marketing implications	15	21



	Personality- definition, types, brand personality		
3	External Influences: Family- definition, household, influence of family, family life cycle, family decision making and roles of husband and wife, increasing role of children in decision making Reference Groups- definition, types, influences, opinion leadership Social Class- definition, measurement, social class around world, composition, application of social class on product/ brand choice and lifestyle Culture- definition, cultural values, global youth culture, cross culture marketing strategies, sub culture and its parameters- age, religion, caste/ race	8	21
4	Decision Process: Individual decision making process- Howard Sheth model, Engel Kollat Blackwell Model, habitual decision making, affective decision making, planned, unplanned and impulse buying Business buying decision process, Government decision making process, Technology use in decision making Consumer loyalty to product, brand and store, brand loyalty Diffusion of Innovation Impact of Social Media on Consumer Behaviour	7	14

Suggested Specification Table For Question Paper Design:

Unit No.	Unit Title	Teaching Hours	Distribution of Theory Marks (Assessment as per Revised Bloom’s Taxonomy Level*)						Total Marks
			RM	UN	AP	AN	EL	CR	
I	Module-1	08	7	7					14
II	Module-2	12	7	7	7				21
III	Module-3	12		7	7	7			21
IV	Module-4	08		7	7				14
	Total	40							70

*RM: Remember, UN: Understand, AP: Apply, AN: Analyze, EL: Evaluate, CR: Create

Note: This specification table provides general guidelines to assist student for their learning and to teachers to teach and question paper designers/setters to formulate test items/questions to assess the attainment of the UOs. The actual distribution of marks at different taxonomy levels in the question paper may slightly vary from above table.

Suggested Student Activities for Progressive Assessment (PA): (50 Marks)

- Preparing PowerPoint presentation on Consumer Behavior Audit for a brand with reference to the industry chosen
- Preparing a report on individual/ group topic(s) assigned with reference to published article(s)
- Discussion on case-studies
- Regularly participating in the discussions initiated in the classroom



Evaluation:

Students shall be evaluated on the following components:

Internal Evaluation	(Internal Assessment- 50 Marks)
• Assignment/Class Test/Case Study	20
• Group Project (Report +Presentation)	20 (10+10)
• Class Attendance & participation	10

Suggested Learning Resources:

Sr. No.	Title of Book	Author	Publication year and ISBN
1	Consumer Behavior	Dheeraj Sharma, Jagdish Sheth & Banwari Mittal	Cengage (2015 / latest edition)
2	Consumer Behavior	Leon G. Schiffman, Joseph Wisenblit, S. Ramesh Kumar	Pearson (2016 / latest edition)
3	Consumer Behaviour: (Includes Online Buying Trends)	Dinesh Kumar	Oxford University Press (2015 / latest edition)
4	Consumer Behavior	Del Hawkins, David Motherbaugh & Amit Mookerjee	McGraw Hill (2014/ latest Edition)
5	Case Studies in Consumer Behaviour	S. Ramesh Kumar	Pearson (2014 / latest edition)
6	Consumer Behaviour: Buying, Having and Being	Michael R. Solomon	Pearson (2016 / latest edition)
7	Consumer Behaviour	David Loudon, A. J. Della Bitta	Tata McGraw Hill (latest Edition)
8	Consumer Behaviour: Insights from Indian Market	Ramanuj Majumudar	PHI (latest Edition)
9	Consumer Behaviour	Roger D. Blackwell, Paul W. Miniard, James F. Engel	Cengage (latest Edition)

List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.

1. Brand Equity (Supplement of Economic Times)
2. www.afaqs.com
3. Journal of Consumer Behaviour
4. Indian Journal of Marketing
5. www.consumerpsychologist.com
6. www.marketingweek.com
7. nptel.ac.in/downloads/110105029/
8. http://www.brunel.ac.uk/~bustbdm/1_lecture_notes/marketing/LEC07%20Consumr%20Behaviour.doc