

PROGRAM	Master of Business Administration
SEMESTER	3
COURSE TITLE	Consumer Behavior
COURSE CODE	04MB0310
COURSE CREDITS	3
COURSE DURATION	42 Hours (42 Sessions of 60 minutes each)

COURSE OUTCOMES:

- ❖ Students should be aware of basics of Consumer Behavior and Consumer Decision Making
- ❖ Students should be able to understand various theories of consumer behavior and learn its applications in the marketing field.
- ❖ Students should be able to analyze the product or service, its market and the factors affecting its purchase and usage.
- ❖ Evaluate and Correlate various models of consumer behavior with market situation
- ❖ Develop and implement successful marketing strategies by addressing
- ❖ Consumer's intrinsic and extrinsic Behavioral Factors

COURSE CONTENTS:

Unit No	Unit / Sub Unit	Sessions
Unit I	INTRODUCTION: Consumer Behavior (CB) - Evolution, Decision Making Process, Implications of growing Technology for CB, Segmentation, Targeting & Positioning (STP) and its strategies, case study	07
Unit-II	INDIVIDUAL ASPECTS OF CONSUMER BEHAVIOR: Consumer Research Process, Consumer Motivation, Consumer Perception, Consumer Learning, case study	12
Unit-III	INDIVIDUAL ASPECTS OF CONSUMER BEHAVIOR: Consumer Attitude Formation – Tricomponent Attitude Model, Multi- attribute Attitude Model, The Trying-to-consume Model, & Attitude- toward the ad model, Diffusion of Innovation, Opinion Leader and Word of Mouth, three parts of brain theory for consumer decision making, case study	09
Unit-IV	EXTERNAL INFLUENCES ON CONSUMER BEHAVIOR: Influence of Family, Social Class, Reference Groups & Culture on Consumer Behavior, Social Stratification, Indian Core values, case study	07
Unit V	CONTEMPORARY ISSUES: Consumer Gifting Behavior, Personality traits, Marketing Ethics & Social Responsibility, case study	07

EVALUATION:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

	Component	Weightage
A	Continuous Evaluation Component (Assignments / Presentations/ Quizzes / Class Participation/ etc.)	20% (C.E.C.)

B	Internal Assessment	30% (I.A.)
C	End-Semester Examination	50% (External Assessment)

SUGGESTED READINGS:
Textbooks:

Sr. No	Author/s	Name of the Book	Publisher	Edition & Year
T-01	Schiffman, Wisenblit & S.Ramesh Kumar	Consumer Behavior	Pearson Education	10th Edition
T-02	Suja R Nair,	Consumer Behaviour in Indian Context	Himalaya Publications	1stEdition
T-03	S. Ramesh Kumar	Consumer Behaviour and Branding: Concepts	Pearson Education	2ndEdition

Reference Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition & Year
R-01	Loudon & Della Bitta	Consumer Behavior	Tata McGraw Hill	4thEdition
R-02	Blackwell and Engel	Consumer Behavior	Cengage Learning	10th Edition
R-03	Hawkins & Mookerjee	Consumer Behavior: Building Marketing Strategy	McGraw-Hill	11th Edition