

INSTITUTE	FACULTY OF MANAGEMENT STUDIES
PROGRAM	BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
SEMESTER	5
COURSE TITLE	CONSUMER BEHAVIOUR
COURSE CODE	04BB0509
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Identify the dynamics of human behaviour and the basic factors that influence the consumers decision process.
- 2 Demonstrate how concepts may be applied to marketing strategy.
- 3 Evaluate the effectiveness of various advertisement and promotions and their attempts to influence the behaviours of individuals.
- 4 Analyze the trends in consumer behaviour, and apply them to the marketing of an actual product or service.
- 5 Able to evaluate the principal theories of consumer behaviour and critically assess strengths, limitations and applications to the marketing of an actual product or service.

Pre-requisite of course: To introduce basic concepts of consumer behaviour and their impact on marketing strategy. ? To discuss the principal factors that influence consumers as individuals and decision makers with an application to the buying decision process. ? To address the importance of subculture and global consumer culture in Consumer Behavior

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
			50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	INTRODUCTION TO CONSUMER BEHAVIOUR INTRODUCTION, CONSUMER BEHAVIOUR DEFINITION, NATURE AND SCOPE OF CONSUMER BEHAVIOUR, STP, CBBE MODEL	10
2	Psychographic Factors Affecting Consumer Behavior Lifestyle, Opinions, Perception, Learning, Attitude, VALS model, Generation Analysis Indian perspective: Gen X , Gen Y & Gen Z	10

Contents : Unit	Topics	Contact Hours
3	Consumer Choice Analysis Consumer Comparisons, Categories of Consumer Choice processes, Affective based choice, Attribute based choice, Attitude based choice, Socio-Cultural Influences On Consumer Behavior, Family and Social Class, Family life cycle, Influence of Culture on Consumer Behaviour, Cross-cultural Consumer Behaviour, Diffusion of innovation	10
4	Consumer Decision Making: Consumer buying process - Impact of technology on consumer behavior, Online buyer behavior : Characteristics, Difficulties and Challenges, Post purchase Processes, Customer Satisfaction, and Customer Commitment, The impact of branding on consumer decision making	10
5	Practical Practical: Select any topic on consumer behavior, perform a market survey, and prepare the presentation in the class.	8
Total Hours		48

Textbook :

- 1 Consumer Behaviour, Laudon and DellaBitta, Tata McGrawhill Hill, 2011
- 2 Consumer Behaviour, Schiffman L. Kanuk L., Tata McGrawhill Hill, 2011

References:

- 1 Consumer Behaviour, Consumer Behaviour, Blackwell and Engal, Cengage, 2006
- 2 Consumer Behaviour: Insights from Indian Market, Consumer Behaviour: Insights from Indian Market, Majumdar Ramanuj, PHI, 2010
- 3 Consumer Behaviour, Consumer Behaviour, Hoyer, MacInnis and Dasgupta, Biztantra, 2008
- 4 Consumer Behaviour, Consumer Behaviour, Evans, Wiley, 2007
- 5 Consumer Behaviour, Consumer Behaviour, Lingquist Jay D, Cengage, 2010
- 6 SPSS latest for Windows, SPSS latest for Windows, Coakes, Steed and Dzidic, Wiley, 2003
- 7 Consumer Behaviour In Indian Perspective : Text And Cases, Consumer Behaviour In Indian Perspective : Text And Cases, Suja Nair, HPH, 2015

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation

Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
10.00	20.00	25.00	25.00	10.00	10.00

Instructional Method:

- 1 Theory

Supplementary Resources:

- 1 <https://www.yourarticlelibrary.com/marketing/market-segmentation/consumer-behaviour-meaningdefinition-and-nature-of-consumer-behaviour/32301>
- 2 <https://smallbusiness.chron.com/basis-segmenting-consumer-markets-1417.html>
- 3 <https://smallbusiness.chron.com/identify-segmentation-criteria-affect-target-market-selection-17739.html>
- 4 https://www.clootrack.com/knowledge_base/what-is-customer-perception
- 5 <https://www.managementstudyguide.com/cultural-factors-affecting-consumer-behaviour.htm>
- 6 <https://bbamantra.com/personality-theories/>
- 7 <https://bbamantra.com/personality-theories/>