

PROGRAM	Bachelors Of Commerce / Bachelors Of Commerce(Hons)
SEMESTER	V
COURSE TITLE	Consumer Behavior
COURSE CODE	04BC0541
COURSE CREDITS	04
COURSE DURATION	48 Hrs (48 sessions of 60 minutes each)

COURSE OUTCOMES:

- Identify the dynamics of human behaviour and the basic factors that influence the consumers decision process
- Demonstrate how concepts may be applied to marketing strategy.
- Evaluate the effectiveness of various advertisement and promotions and their attempts to influence the behaviours of individuals.
- Analyze the trends in consumer behaviour, and apply them to the marketing of an actual product or service.
- 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.

Teaching and Examination Scheme

Teaching Scheme (Hours)			Credits	Internal Marks (50%)		End-Semester Examination (50%)			Total Marks
Theory	Tutorial	Practical		IA	CSE	Theory	Practical/Viva	Term Work (TW)	
4	0	0	4	30	20	50	0	0	100

Course Contents:

Unit No	Unit / Sub Unit	Sessions
I	Introduction to Consumer Behavior: Introduction, Consumer Behaviour - Definition - Nature and Scope of Consumer Behaviour – STP (Segmentation, Targeting, Positioning) – Customer Based Brand Equity (CBBE) Model.	10

II	Psychographic Factors Affecting Consumer Behavior: Lifestyle, Opinions, Perception, Learning, Attitude. VALS model. Generation Analysis Indian perspective: Gen X , Gen Y & Gen Z.	10
III	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
IV	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
V	Consumer Protection (Rights of Consumers): Consumer Protection Bill – 2018 , Consumerism Consumer Forums, FSSAI, Hallmark, UNCTAD (Concepts)	08

SUGGESTED READINGS:
Text Books:

Sr.No	Author/s	Name of the Book	Publisher	Edition & Year of Publication
T-01	Loudon and Della Bitta	Consumer Behaviour	Tata McGraw Hill	2011
T02	Schiffman L. Kanuk L.	Consumer Behaviour	Tata McGrawHill	2011

Reference Books

Sr.No	Author/s	Name of the Book	Publisher	Edition and Year of Publication
R-01	Blackwell and Engel	Consumer Behaviour	Cengage	10 th Edition
R-02	Majumdar Ramanuj	Consumer Behaviour: Insights from Indian Market	PHI	2010
R-03	Hoyer, MacInnis and Dasgupta	Consumer Behaviour	Biztantra	2008
R-04	Evans	Consumer Behaviour	Wiley	2 nd Edition
R-05	Lingquist Jay D	Consumer Behaviour	Cengage	2010
R-06	Coakes, Steed and Dzidic	SPSS latest for Windows	Wiley	2003
R07	Suja Nair	Consumer Behaviour In Indian Perspective : Text And Cases	HPH	2015