

INSTITUTE	FACULTY OF MANAGEMENT STUDIES
PROGRAM	BACHELOR OF BUSINESS ADMINISTRATION
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
4	0	0	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, Majumudar 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, Linguist 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/>