

<b>COURSE TITLE</b>	<b>CONSUMER BEHAVIOUR</b>
<b>COURSE CODE</b>	<b>04BB1509</b>
<b>COURSE CREDITS</b>	<b>4</b>

**Objective:**

- 1 N/A

**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 Analyse the psychological, personal, social, and cultural factors that impact consumer purchasing decisions and evaluate their implications for marketers.
- 4 Evaluate consumer behaviour models and theories to determine their relevance to contemporary marketing practices.
- 5 Apply consumer insight tools and techniques to develop effective marketing strategies and enhance customer value.

**Pre-requisite of course:** Understanding of basic concepts of marketing management.

**Teaching and Examination Scheme**

<b>Theory Hours</b>	<b>Tutorial Hours</b>	<b>Practical Hours</b>	<b>ESE</b>	<b>IA</b>	<b>CSE</b>	<b>Viva</b>	<b>Term Work</b>
4	0	0	50	30	20	0	0

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
1	<b>Consumer Behavior and Technology</b> Meaning—nature and scope of consumer behavior: the marketing concept;, Market Segmentation, Targeting, and Positioning; Lower Prices, More Information, and Customized Products;, More Precise Targeting; Interactive Communications; Customer Value, Satisfaction, and Retention; Technology and Customer Relationships; Emotional Bonds versus Transaction-Based Relationships;, Satisfaction and Customer Loyalty; Customer Loyalty and Profitability; Customer Retention, Market Segmentation; Demographics—Age – Gender – Households - Social Standing, Ethnicity, Lifestyles, Demographics and Geography;, Product Benefits; Media Exposure; Product Usage; Selecting Target Markets;, The Targeted Segment Must Be Identifiable –Profitable – Reachable; Mobile Targeting	11

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
2	<b>Consumer Perception and Positioning</b> Sensory Information – Sight – Scent – Touch - Sound – Taste - Sensory Input and Culture – The Absolute and Differential Thresholds, Subliminal Perception – Perceptual Selection – Perceptual Organization –, Interpretation: Cues – Integral Indicators – External Indicators – Stereotyping – Physical Appearance – Descriptive Terms – First Impressions – Halo Effect, Consumer Imagery – Perceived Value – Perceived Quality – Price - Quality Relationship, Brand Image – Package Perceptions/Image – Service Quality – Retail Store Perceptions/Image – Company Image –, Risk Perception – The Components of Perceived Risk – Reducing Perceived Risk – Information – Brand Loyalty – Store Image – Price–Quality Relationship, Positioning and Repositioning – Umbrella Positioning – Premier Position – Positioning against Competition., Elements of perception and application in marketing – Consumer Decision –Making and Diffusion of Innovations and New Product Adoption	12
3	<b>Consumer Learning</b> The Elements of Consumer Learning; Motives – Cues – Responses – Reinforcement; Classical Conditioning; Associative Learning; Repetition Forms Association;, Stimulus Generalization and Brands’ Extensions; Stimulus Discrimination and Brand Differentiation; Instrumental Conditioning – Reinforcement – Extinction and Forgetting – Customer Satisfaction and Retention;, Shaping – Massed versus Distributed Learning – Observational Learning; Information Processing; Storing Data – Encoding Data – Retrieving and Retaining Data;, Cognitive Learning – Consumer Involvement and Hemispheric Lateralization; Consumer Involvement; Measurements of Consumer Involvement; Strategic Applications of Consumer Involvement; Involvement and Context;, Hemispheric Lateralization; Passive Learning; Outcomes and Measures of Consumer Learning; Recognition and Recall Measures	11

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
4	<b>Consumer Attitude Formation and Change</b> Attitude Formation – Learning Attitudes – Personal Sources and Experiences – Personality Factors – Consistency with Behavior – Situational Factors, The Tri-Component Attitude Model – The Cognitive Component – The Affective Component – The Conative Component – Changing Consumers’ Attitudes – , Changing Beliefs about Products – Changing Brand Image – Changing Beliefs about Competing Brands – Attitude-Behavior Gap – Multi-attribute Models – , Attitude-toward-Object Model – Adding an Attribute – Changing the Perceived Importance of Attributes – Developing New Products – Attitude-toward-Behavior Model – Theory of Reasoned Action – Theory of Trying to Consume, Attitude-toward-the-Ad Model – Strategies to change attitude – The Utilitarian Function – The Ego-Defensive Function – The Value-Expressive Function – The Knowledge Function, Opinion Leaders and Word-of-Mouth; Characteristics of Opinion Leaders; Measuring Opinion Leadership; Questioning – Social Interactions, Identifying Experts – Online Influence; Word-of-Mouth’s Strategic Applications; Online Reference Groups; Stimulating Word-of-Mouth; Going Viral	12
5	<b>The Family and Its Social Standing</b> Family and Consumer Socialization; Parental Styles and Consumer Socialization; The Stages of Consumer Socialization; Adult and Intergenerational Consumer Socialization;, The Family’s Supportive Roles; Economic Well-Being; Emotional Support; Suitable Lifestyles; Families, Media, and Technology;, Family Decision-Making and Members’ Roles; Husband–Wife Decision-Making; Cultural Differences in Husband–Wife Decision-Making; Children’s Influence on Family Decision-Making; Children Are Three Markets; Adult Children Caring for Aging Parents; Measuring Family Decision-Making; Family Members’ Roles; The Family Life Cycle – Non-traditional Families and Households, Culture’s Role and Dynamics; Culture’s Evolution; Cultural Beliefs Reflect Consumers’ Needs; Learning Cultural Values; Forms of Learning; Enculturation and Acculturation; Marketing Influences on Cultural Learning; Symbols and Rituals., Subcultures in Indian Context – Generational Subcultures – Generation Z –Millennials – Generation X – Baby Boomers –Older Consumers; Describing “Age”; Segmentation and Targeting; Technology in the Generations; Gender Subcultures; Products and Gender Roles; Women in Advertisements; Working Women, An International Perspective – Global Brands – Analyzing Global Markets – Buying Styles – Measures of Cross-Cultural Aspects – Foods and Beverages – , Colors and Artifacts Acculturation – Localization versus Standardization – Product Customization – Advertising and Branding – Promotional Appeals – Legal Barriers – Global Marketing Prospects – Growth Potential – Spending Power and Consumption	14
<b>Total Hours</b>		<b>60</b>

**Textbook :**

- 1 Schiffman, L. G., Wisenblit, J., & Kumar, S. R. (2019). Consumer behaviour (12th ed.). Pearson., Schiffman, L. G., Wisenblit, J., & Kumar, S. R., Pearson., 2019

**References:**

- 1 Consumer behavior: Insight from Indian market (1st ed.), Consumer behavior: Insight from Indian market (1st ed.), Majumdar, R., & Ramanuj. , PHI Learning., 2010
- 2 Consumer behaviour: The Indian context (Concepts and cases), Consumer behaviour: The Indian context (Concepts and cases), Kumar, S. R., Pearson., 2017

**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					
<b>Remember / Knowledge</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Higher order Thinking / Creative</b>
0.00	0.00	35.00	35.00	30.00	0.00

**Instructional Method:**

- 1 Theory