

**MARKETING SPECIALISATION**  
**III SEMESTER**  
**CONSUMER BEHAVIOR**

Semester	III	CIE Marks	: 40
Course Code	18MBAMM301	SEE Marks	: 60
Teaching Hours / week (L:T:P)	3-0-2	Exam Hours	: 03
Credits : 04			

**Course Objectives:**

1. To understand the concept of consumer behaviour, decision making by consumers, behavioural variables and its influences on consumer behaviour.
2. To comprehend the social and cultural dimensions of consumer behaviour.
3. To provide an insight of the psychological and behavioural concepts of consumers.

**Unit 1:**

**Introduction to the study of Consumer Behaviour:** Meaning & Definition of Consumer Behaviour, Difference between Consumer & Customer, Nature & characteristics of Indian Consumers, Consumerism: meaning, Consumer Movement in India, Rights & Responsibilities of consumers in India, Benefits of consumerism.

**Unit 2:**

**Models of Consumer Behaviour:** Input-Process-Output Model, Nicosia Model, Howard Sheth Model, Engel-Kollat-Blackwell Models of Consumer Behaviour, Internal Influences, External Influences.

**Consumer Decision Making:** Consumer Buying Decision Process, Levels of Consumer Decision Making – Four views of consumer decision making. On-line Decision Making: Meaning & Process/Stages.

**Situational Influences-** Nature of Situational Influence, Situational Characteristics and consumption behaviour.

**Part 1**

**Unit 3:**

**Individual Influences on Consumer Behaviour and CRM**

**A) Motivation:** Basics of Motivation, Needs, Goals, Positive & Negative Motivation, Rational Vs Emotional motives, Motivation Process, Arousal of motives, Selection of goals. Motivation Theories and Marketing Strategy - Maslow's Hierarchy of Needs, McGuire's Psychological Motives.

**B) Personality:** Basics of Personality, Theories of Personality and Marketing Strategy (Freudian Theory, Neo-Freudian Theory, Trait Theory), Applications of Personality concepts in Marketing, Personality and understanding consumer diversity, Brand Personality, Self and Self-Image.



C) Perception: Basics of Perception & Marketing implications, Elements of Perception, Dynamics of Perception, Influence of perception on CB, Consumer Imagery, Perceived price, Perceived quality, price/quality relationship, Perceived Risk, Types of risk, How to consumers' handle risk.

## Part 2

### Unit 4:

#### Individual Influences on Consumer Behaviour

- A) Learning:** Elements of Consumer Learning, Marketing Applications of Behavioural Learning Theories, Classical Conditioning – Pavlovian Model, Neo-Pavlovian Model, Instrumental Conditioning.
- B) Attitude:** Basics of attitude, the nature of attitude, Models of Attitude and Marketing Implication, (Tri-component Model of attitude, Multi attribute attitude models, Elaboration Likelihood Model).
- C) Persuasive Communication:** Communications strategy, Target Audience, Media Strategy, Message strategies, Message structure and presentation.

### Unit 5:

#### External Influences on Consumer Behaviour

- A) Social Class:** Social Class Basics, What is Social Class? (Social class & Social status, the dynamics of status consumption, Features of Social Class, Five Social-Class Categories in India.
- B) Culture:** Basics, Meaning, Characteristics, Factors affecting culture, Role of customs, values and beliefs in Consumer Behaviour. Subculture: Meaning, Subculture division and consumption pattern in India, Types of subcultures. Cross Culture - Cross-cultural consumer analysis - Cross-cultural marketing strategy: Cross-cultural marketing problems in India, Strategies to overcome cross-cultural problems.
- C) Groups:** Meaning and Nature of Groups, Types Family: The changing structure of family, Family decision making and consumption related roles, Dynamics of husband-wife decision making, The family life cycle & marketing strategy, Traditional family life cycle & marketing implications, Reference Groups: Understanding the power & benefits of reference groups, Factors that affect reference group influence, Types of reference group, Reference Group Appeals.

### Unit 6:

#### Consumer Influence and Diffusion of Innovations

- A) Opinion Leadership:** Dynamics of opinion leadership process, Measurement of opinion leadership, Market Mavens, Opinion Leadership & Marketing Strategy, Creation of Opinion Leaders.
- B) Diffusion of Innovations:** Diffusion Process, Adoption Process: Stages, categories of adopters, Post Purchase Processes.
- C) Customer Relationship Management- Meaning & Significance of CRM, Types of CRM Strategies for building relationship marketing, e-CRM, Meaning, Importance of e-CRM, Difference Between CRM & e-CRM.**

## PRACTICAL COMPONENT:

- Students can go to malls and unorganized retail outlets and observe the behaviour of consumers of different demographic segments while buying different category of goods. The students need to present the findings/observations followed with a group discussion and conduct the survey on Students have to prepare a questionnaire and present the findings in the class.
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- Find three advertisements that appeal to the need for power, affiliation and achievement. Discuss their effectiveness. Rewrite these for persons in different levels of Maslow's hierarchy?
- Meet your friends and conduct a survey to find what are the important factors in their purchase of mobiles, shoes, bags etc.
- Conduct a study on advertisements regarding a specific product and find out how consumer deal with the information overload?

## COURSE OUTCOMES:

- The student should be able to:
- Explain the background and concepts vital for understanding Consumer Behaviour.
- Identify the role of variables that determines Consumer Behaviour in Social & cultural domain.
- Identifying the psychological and behavioural practices adopted by organizations to enhance the Consumer Behaviour.

## RECOMMENDED BOOKS:

- Consumer Behavior - Leon Schiffman, Lesslie Kanuk, 10/e, Pearson, Latest edition.
- Consumer Behaviour: A Managerial Perspective, Dr. Dhirendra Sharma, Jagdish N Sheth, Banwari Mittal, 1/e, Cengage Learning.

## REFERENCE BOOKS:

- Consumer Behavior in Indian Perspective – Sujia Nair, Himalaya Publications, 2015
- Consumer Behavior: Building Marketing Strategy – Dell I. Hawkins, & Others, 11/e, TMH,
- Consumer Behavior- Satish K. Batra & S H H Kazmi, Excel Books.

## CO-PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5
CO1	PO1	PO2	PO3	PO4	PO5
CO2	PO1	PO2	PO3	PO4	PO5
CO3	PO1	PO2	PO3	PO4	PO5