



## **Masters of Business Administration (MBA) – Semester - 3**

### **Course Teaching Plan**

**Course Title: Consumer Behavior**

**Course Code: 340031301**

**Course Credit: 4.0**

#### **1. Course Introduction:**

Consumer decision-making is often very complex yet most important. This course focuses on understanding and predicting consumer behaviour by integrating theories from psychology, sociology, anthropology and economics. Topics include the importance of consumer behaviour and research; internal influences such as motivation and involvement, personality, self-image, life-style, perception, learning, attitude formation and change, and communication; external influences such as culture, subculture, social class, reference groups and family, and the diffusion of innovations; and consumer decision making. The course will provide comprehensive coverage of frameworks, concepts, tools, and techniques to get into the depth of understanding the consumers

#### **2. Course Objectives:**

- To help learn behavioural aspects of marketing management.
- To help understand how the markets, consumers behave under circumstances and how the cultural, social, personal and psychological factors influence their behaviour.
- Enable to develop marketing strategies that are consumer based and create and Enhance customer value

#### **3. Course Learning Outcome:**

- CLO1: Demonstrate the use of consumer behaviour concepts to develop better marketing programs and strategies to influence those behaviours.
- CLO2: Ability to design research in consumer behaviour, and apply findings to marketing practice.
- CLO3: Explain the dynamic nature of consumer psychology and ethics in developing marketing strategy.
- CLO4: Analyse how global and cultural dimensions shape consumer behaviour and Identify and explain the factors which influence consumer

**1. CLO –PO Mapping Matrix**

	PO1	PO2	PO3	PO4	PO5
CLO1	3	3	3	3	3
CLO2	3	3	3	3	3
CLO3	3	3	3	3	3
CLO4	3	3	3	3	3

Correlation levels: 3= 'High', 2='Medium', 1='Low' and '-' = No correlation

**4. Course Contents:**

Session No	Syllabus Content
<b>UNIT -1 (Weight – 25%)</b>	
<b>Introduction to consumer behavior and understanding the Consumer</b>	
1	Introduction to Consumer Behavior and Marketing
2 & 3	Consumer Value, Loyalty and Satisfaction
4	Levels of Consumer Purchase Decision Making
5-6	Role of Research in Consumer Behavior
7-8	Market Segmentation and Positioning and Repositioning
<b>UNIT-2</b>	
<b>Micro Factors Influencing Consumer Behavior</b>	

9-10	Consumer Motivation
11-12	Personality, Life style and consumer behavior
13-14	Self-Concept
<b>UNIT -3</b>	
<b>Micro Factors Influencing Consumer Behavior 2</b>	
15-16	Consumer Perception
17-18	Consumer Learning and Involvement
19-20	Consumer Attitude formation and modification, Attitude Models
21-22	Communication and Consumer Behavior
<b>UNIT – 4</b>	
<b>Macro Factors Influencing Consumer Behavior</b>	
23-24	Cultural and sub cultural influences on consumer behavior, Social Class, Reference Group and Consumer Behavior
25	Diffusion of Innovations and the adoption process
26	Consumer Decision Making CBB models- Howard Sheth Model
27	Consumerism
28	Brief overview of Neuromarketing
29	Emerging Consumer Trends and Role of Technology on Consumer Behavior
30	Luxury Products and Consumer behavior

### 5. Assessment Scheme :

Specific assessment method	% Weightage	Theory	Practical
Exam	50%	√	
Class Participation	10%	√	√
Live Case Analysis & Presentation	10%	√	√
Real Time Show	10%	√	√
Capstone Project	20%		√

### 6. Educational Resources

Educational Resources	Description
i. Text Book	Consumer Behavior , Leslie Lazar Kanuk, S. Ramesh Kumar, Leon Schiffman , 12 <sup>th</sup> Edition , Pearson
ii. Reference Book	Consumer Behavior , Roger D. Blackwell, Paul W. Miniard, James F. Engel , Cenage Learning
iii. Journals/ Magazine/periodicals	<ul style="list-style-type: none"> <li>• Brand Equity</li> <li>• Journal of Consumer Behaviour</li> <li>• Indian Journal of Marketing</li> </ul>
iv. Course related important Web links	<ol style="list-style-type: none"> <li>1. <a href="https://hbr.org/2011/11/what-we-really-know-about-cons.html">https://hbr.org/2011/11/what-we-really-know-about-cons.html</a></li> <li>2. <a href="https://www.consumerreports.org/dollar-stores/the-truth-about-those-dollar-stores/">https://www.consumerreports.org/dollar-stores/the-truth-about-those-dollar-stores/</a></li> <li>3. <a href="http://www.consumerpsychologist.com">www.consumerpsychologist.com</a></li> <li>4. <a href="http://www.marketingweek.com">www.marketingweek.com</a></li> <li>5. <a href="http://www.nptel.ac.in/downloads/110105029/">www.nptel.ac.in/downloads/110105029/</a></li> <li>6. <a href="http://www.brunel.ac.uk/~bustbdm/1_lecture_notes/marketing/LEC07%20Consumer%20Behaviour.doc">http://www.brunel.ac.uk/~bustbdm/1_lecture_notes/marketing/LEC07%20Consumer%20Behaviour.doc</a></li> <li>7. <a href="http://www.marketingweek.com">www.marketingweek.com</a></li> </ol>