

## CONSUMER BEHAVIOR

<b>IV Semester: MBA</b>											
Course Code	Category	Hours / Week			Credit	Maximum Marks					
<b>CMBC50</b>	<b>Elective</b>	L	T	P	C	CIA	SEE	Total			
		4	-	-	4	30	70	100			
<b>Contact Classes: 45</b>		<b>Tutorial Classes: Nil</b>			<b>Practical Classes: Nil</b>		<b>Total Classes: 45</b>				
<p><b>I. COURSE OVERVIEW:</b></p> <p>Consumer behavior is the study of individuals decision making to spend their available resources-money, time and effort-on consumption-related items. This course will introduce to understand the consumer behavior, the environmental factors influences on consumer behavior, include needs, motivations, perceptions, and attitudes of consumers, and the influence of social class, culture and subculture on consumer behavior and behavior research. Course addresses strategies for creating customer values and trends in customer behavior.</p> <p><b>II. COURSE OBJECTIVES:</b>  <b>The students will try to learn:</b></p> <ol style="list-style-type: none"> <li>I. Marketing decisions keeping in mind the consumer behavior.</li> <li>II. Environmental influences on consumer behavior, social culture, personality of consumers.</li> <li>III. Factors of individual consumers like motivation, perception and attitudes.</li> <li>IV. Primary market research studies for the mutual benefit of consumers and organizations.</li> <li>V. Consumer decision making and marketing ethics towards consumers.</li> </ol> <p><b>III. COURSE OUTCOMES:</b>  <b>After successful completion of the course, students will be able to:</b></p> <ul style="list-style-type: none"> <li><b>CO 1:</b> Demonstrate the knowledge of consumer behavior can be applied to marketing.</li> <li><b>CO 2:</b> Summarize the concepts consumer segmentation, targeting and positioning, segmentation and branding, to be applied to Marketing strategy.</li> <li><b>CO 3:</b> Analyze the environmental factors affecting Consumer Buying Behaviour.</li> <li><b>CO 4:</b> Analyze the personality and cross cultural that might influence the formulation of effective consumer behavior perspective.</li> <li><b>CO 5:</b> Relate internal dynamics such as personality, perception, learning motivation and attitude to the choices consumers make.</li> <li><b>CO 6:</b> Develop the consumer learning and information processing is useful to know the consumer behavior.</li> <li><b>CO 7:</b> Apply appropriate research approaches to implement in purchasing process and behavior.</li> <li><b>CO 8:</b> Evaluate the models and create the innovations for consumer decision making.</li> <li><b>CO 9:</b> Discuss the roots, safety; responsibilities of consumer will help in decision making.</li> <li><b>CO 10:</b> Describe the consumer issues and marketing ethics that influence the consumers in taking decisions.</li> </ul> <p><b>IV. SYLLABUS</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 10%; text-align: center;"><b>UNIT-I</b></td> <td style="text-align: center;"><b>UNDERSTANDING CONSUMER BEHAVIOUR</b></td> <td style="text-align: right;"><b>Classes: 05</b></td> </tr> </table> <p>Defining consumer behavior, why to study consumer behavior? Understanding consumer through research process, consumer behavior in a world of economic instability, rural consumer behavior, consumer segmentation, targeting and positioning, segmentation and branding, rural markets.</p>									<b>UNIT-I</b>	<b>UNDERSTANDING CONSUMER BEHAVIOUR</b>	<b>Classes: 05</b>
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<b>UNIT-II</b>	<b>ENVIRONMENTAL INFLUENCES ON CONSUMER BEHAVIOUR</b>	<b>Classes:10</b>
Influence of culture, sub culture, social class, social group, family and personality, cross cultural consumer behavior.		
<b>UNIT-III</b>	<b>CONSUMER AS AN INDIVIDUAL</b>	<b>Classes: 10</b>
Personality and self-concept, consumer motivation, consumer perception. Consumer attitudes and changing attitudes, consumer learning and information processing.		
<b>UNIT-IV</b>	<b>CONSUMER DECISION MAKING PROCESSES</b>	<b>Classes: 10</b>
Problem recognition, search and evaluation, purchasing processes, post purchase behavior, models of consumer decision making, consumers and the diffusion of innovations.		
<b>UNIT-V</b>	<b>CONSUMERISM AND ETHICS</b>	<b>Classes: 10</b>
Roots of consumerism, consumer safety, consumer information, consumer responsibilities, marketer responses to consumer issues, marketing ethics towards consumers.		
<b>Text Books:</b>		
<ol style="list-style-type: none"> <li>Loudon, L. D., &amp; Albert, J. Della Bitta, "Consumer Behaviour", Tata McGraw Hill, 4<sup>th</sup> Edition, 2017.</li> <li>Sheath and Mittal, "Consumer Behaviour Thompson learning", 2015.</li> <li>Solomon, M. R. "Consumer Behaviour: buying, having, and being", Pearson Education India, 11<sup>th</sup> Edition, 2015.</li> <li>Kumar Dinesh, "Consumer Behaviour", Oxford Publication, 1<sup>st</sup> Edition, 2015.</li> <li>Schiffman and Kannik, "Consumer Behaviour", Pearson Edition, 11<sup>th</sup> Edition, 2015.</li> <li>David L. Loudon and Albert J. Della Bitta, "Consumer Behaviour", TMH, 4<sup>th</sup> Edition, 2011.</li> <li>S. Ramesh Kumar, "Cases in Consumer Behaviour", Pearson, 1<sup>st</sup> Edition, 2011.</li> <li>Suja R Nair, "Consumer Behaviour in Indian perspective", HPH, 2<sup>nd</sup> Edition, 2015.</li> <li>Ramneek Kapoor, N. Namdi O Madichie, "Consumer Behavior", TMH, 1<sup>st</sup> Edition, 2012.</li> <li>Michael R. Solomon, "Consumer Behaviour", PHI, 10<sup>th</sup> Edition, 2010.</li> <li>Ramanuj Majumdar, "Consumer Behaviour", PHI, 1<sup>st</sup> Edition, 2011.</li> </ol>		
<b>Reference Books:</b>		
<ol style="list-style-type: none"> <li>Gary P. Schneider, "Ecommerce-Strategy, Technology and Implementation", Cengage Learning, India Edition.</li> <li>Kenneth C. Laudon, Carol Guercio Traver, "E-commerce-Business", Technology, Pearson, Low Price Edition.</li> <li>Bharat Bhasker, "Electronic Commerce Framework, Technologies and Applications", Tata McGraw Hill, 3<sup>rd</sup> Edition, 2011.</li> </ol>		
<b>Web References:</b>		
<ol style="list-style-type: none"> <li><a href="https://d1.islamhouse.com/data/en/ih_books/single/en_Consumer_Behavior.pdf">https://d1.islamhouse.com/data/en/ih_books/single/en_Consumer_Behavior.pdf</a></li> <li><a href="http://www.ijcrar.com/vol-2-9/Pinki%20Rani.pdf">http://www.ijcrar.com/vol-2-9/Pinki%20Rani.pdf</a></li> </ol>		
<b>E-Text Books:</b>		
<ol style="list-style-type: none"> <li><a href="http://www.pondiuni.edu.in/storage/dde/downloads/markiii_cb.pdf">http://www.pondiuni.edu.in/storage/dde/downloads/markiii_cb.pdf</a></li> <li><a href="http://nptel.ac.in/courses/110105029/pdf%20sahany/Module-1-1.pdf">http://nptel.ac.in/courses/110105029/pdf%20sahany/Module-1-1.pdf</a></li> </ol>		