

Marketing
Sem III

I> Course Content:

Semester	III-Core
Subject	Consumer Behavior
Course Code	MMSMC303 (RGCMS)
Credits	4
Duration	40 hrs

Learning Objective:

1.	An understanding of the pre and post purchase consumer behaviour.
2.	To develop conceptual insights into key aspects such as social, psychological and other factors that influence consumer behaviour

Module

Sr. No.	Content	Activity	Course Outcome
1	Consumer Behaviour: Introduction, definition and impact of digital revolution and importance to marketing	Interactive Interactive Teaching	MMSMC303.1
2	Models of consumer behaviour and their marketing implications: The economic model, Learning model, Psychoanalytic model, sociological model, Howard Seth Model of buying behaviour, The Nicosia Model, The Engel-Kollat- Blackwell Model, Decision Making Model	Interactive Teaching	MMSMC303.1
3	Motivation: Definition, types of motives, (Positive and Negative Goal, negative goal, Rational versus Emotional Motives), Discovering Purchase Motives Theories of motivation, Maslow's hierarchy of needs and its relevance to consumer behaviour and marketing strategy; the physiology of technology on consumer behaviour.	Interactive Teaching, Case study and consumer survey	MMSMC303.2
4	Absolute and differential thresh hold, Internal and external factors affecting perception, Gestalt Psychology, subliminal perception, Consumer Imagery, Zaltman metaphors to understand attitude towards products	Interactive Interactive Teaching, Quiz and consumer survey	MMSMC303.2
5	Learning and Information processing and its impact on behaviour.	Interactive Interactive Teaching, and consumer survey	MMSMC303.3
6	Attitudes: Concepts and Models- Cognitive Dissonance, Tricomponent Theory, Multi attribute model, Attitude and market segmentation, product development strategies and attitude change strategies.	Interactive Interactive Teaching, Case study	MMSMC303.3

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7	Personality: Meaning, nature, definition and characteristics, Theories of Personality (Freudian theory, Trait Theory, Jungian Theory) Self-image and selfconcept, VALS model and segmentation, Personality and consumer behaviour.	Interactive Interactive Teaching, Case study and consumer survey	MMSMC303.4
8	Social Class: concept of social class, homogeneity of needs in social class, social class stratification in India New SEC/ NCAER, classification of the society, Influence of social class on purchase behaviour.	Interactive Teaching/ Case Study	MMSMC303.4
9	Group Behaviour: Reference Groups and its influence on consumption, Diffusion of innovation process, Consumer Adoption of new products, Impact of social media on formulating opinions on products and brands. Family: Role of family in decision making and consumption process.	Interactive Interactive Teaching, and quiz/referrals to research papers	MMSMC303.4
10	Culture and Subcultures: Understanding the influence of culture, norms and their role, traditions and value system, Indian core values, cultural aspects of emerging Indian markets.	Interactive Interactive Teaching, and Case discussions	MMSMC303.4
11	Post purchase behaviour: Post purchase evaluation and disposition towards the product, Post purchase satisfaction measures	Interactive Interactive Teaching, cases and consumer surveys	MMSMC303.5
12	Organization buying process: Nested segmentation, Role & Power of Buying centres (Initiators, Influencers, Deciders, Buyer & Gatekeepers). Buying decisions based on ABC/VED / FSND analysis.	Interactive Interactive Teaching, Case study and consumer survey	MMSMC303.5

II> Course Outcomes

<u>Course Code</u>	<u>Course Outcomes</u> Students will be able to:	<u>Cognition</u>
MMSMC303.1	Understand the concepts of consumer behaviour and its models	Understand
MMSMC303.2	Apply the theories of motivation & perception and its relevance in consumer behaviour	Apply
MMSMC303.3	Evaluate the impact of consumer learning processes & models pertaining to consumer attitudes	Evaluate
MMSMC303.4	Understand the concepts & theories related to personality, social class, group behavior, culture & sub-cultures.	Understand
MMSMC303.5	Analyse consumer post purchase behavior & Organisation buying behavior	Analyse

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Reference Books

1.	Consumer Behaviour, Schiffman & Kanuk and S Ramesh Kumar, 10th edition Prentice Hall India.
2.	Consumer Behaviour, Loudon & Della Bitta, 14th edition Tata McGraw Hill
3.	Consumer Behaviour in Indian Perspective- Text and Cases, Suja R. Nair, Himalaya Publication House.
4.	Consumer Behaviour Text & Cases, Satish Batra & S.H.H.Kazmi