

SEMESTER: V	
COURSE NAME: CONSUMER BEHAVIOUR	
COURSE TYPE: MAJOR ELECTIVE	COURSE CODE: C3BMS2354M
CREDIT: 4	FULL MARKS: 100

LEARNING OBJECTIVES:

1. To understand the core concepts, scope, and applications of consumer behaviour in guiding marketing decisions.
2. To examine the psychological, social, and cultural factors that influence consumer needs, perceptions, attitudes, and motivations.
3. To explore the influence of group dynamics, family roles, and reference groups on consumer decision-making and product adoption.
4. To analyze models of consumer decision-making and innovation diffusion for developing effective marketing strategies.

LEARNING OUTCOMES:

On successful completion of the course the learner will be able to:

1. Identify the key drivers of consumer behaviour and apply them to segmentation and targeting strategies.
2. Gain the ability to evaluate and predict consumer responses to marketing stimuli, utilizing concepts like motivation, perception, and learning.
3. Develop insight into how family structure, social class, and cultural values shape consumption patterns and brand preferences.
4. Incorporate decision-making models and innovation adoption frameworks into marketing plans, improving product positioning and promotion.

DETAILED SYLLABUS:

Unit 1: Introduction to Consumer Behaviour (12L)

- Nature, Scope & Application: Importance of Consumer Behaviour in Marketing Decisions
- Characteristics of Consumer Behaviour, Role of Consumer Research, Consumer Behaviour – Interdisciplinary Approach
- Black Box Model of Consumer Behaviour
- Concept of 'Industrial Buying Behaviour' & Difference with 'Consumer Buying Behaviour'
- Market Segmentation

Unit 2: Psychological Factors Affecting Consumer Behaviour (16L)

Consumer Needs & Motivation (4L)

- Needs – Concept and Classification, Needs vs. Wants
- The Motivation Process – Goal-directed Behaviour, Arousal of Motives
- Theories of Needs & Motivation: Maslow's Hierarchy of Needs, McClelland's Theory of Motivation, Marketing Applications of Motivational Theories

Personality & Consumer Behaviour (2L)

- Importance of Personality, Theories of Personality – Freudian Theory
- Trait theory: Theory of Self-concept/ Self-image.

Consumer Perception (3L)

- Concept, Sensory Dynamics of Perception – Sensation, Absolute Threshold, Differential Threshold (JND), Marketing Applications of JND
- Subliminal Perception, Perceptual Process: Selection, Organization & Interpretation.

Learning & Consumer Involvement (4L)

- Elements of Consumer Learning – Motivation, Cues, Response, and Reinforcement, Learning theories: Behavioural Learning: Classical Conditioning, Strategic Applications of Classical
- Conditioning, Instrumental (Operant) Conditioning – Positive and Negative Reinforcement, Punishment
- Strategic Applications of Instrumental Conditioning, Cognitive Learning, & Involvement (Overview)

Consumer Attitudes (3L)

- Formation of Attitudes, Functions Performed by Attitudes, Models of Attitudes Tricomponent Model, Fishbein's Multi-attribute Model

Unit 3: Social Factors Affecting Consumer Behaviour (15L)

Group Dynamics & Consumer Reference Groups (4L)

- Different types of Reference Groups
- Factors affecting Reference Group Influence
- Reference Group Influence on Products & Brands
- Application of Reference Groups

Opinion Leadership Process (3L)

- Characteristics & Needs of Opinion Leaders and Opinion Receivers
- Interpersonal Flow of Communication

Family & Consumer Behaviour (4L)

- Consumer Socialisation Process
- Roles of Different Family Members in Decision-Making
- Purchase Influences
- Family Life Cycle: Concept & Stages by Wells and Gubar

Social Class Consumer Behaviour (2L)

- Characteristics & Determinants of Social Class
- Measurement of Social Class

Culture & Consumer Behaviour (2L)

- Characteristics of Culture
- Core Values Held by Society & their Influence on Consumer Behaviour
- Introduction to Sub-culture & Cross-cultural Influences

Unit 4: Frameworks in Consumer Decision and Adoption Behaviour (9L)

Diffusion of Innovation (3L)

- Definition of Innovation
- Product Characteristics Influencing Diffusion
- Resistance to Innovation
- Adoption Process

Involvement (2L)

- Extensive problem solving (EPS), Limited problem solving (LPS), and Routinized problem solving (RPS).

Consumer Decision-Making Process (2L)

- Process of Decision-making (Problem Recognition, Information Search, Evaluation of Alternatives, Purchase Decision & Outcome Evaluation)
- Situational Factors & Influences

Models of Consumer Decision Making (2L)

- Engel-Blackwell-Miniard (EBM) Model (Overview)
- Nicosia Model

Case Studies (*As relevant and applicable to all the above units*)

SUGGESTED TEXTBOOKS/ READING MATERIALS:

- 📖 Batra, S. K., & Kazmi, S. Consumer Behaviour. Excel Books.
- 📖 Bennett, P. D., & Kassarian, H. H. Consumer Behavior. Prentice Hall.
- 📖 Datta, S., & Datta, S. Consumer Behaviour & Advertising Management. Vrinda.
- 📖 Hawkins, D. I., Best, R. J., & Coney, K. A. Consumer Behaviour. Tata McGraw-Hill.
- 📖 Kardes, F. R. Consumer Behaviour and Managerial Decision Making. PHI.
- 📖 Loudon, D. L., & Della Bitta, A. J. Consumer Behavior. Tata McGraw-Hill.
- 📖 Schiffman, L. G., Kanuk, L. L., & Kumar, R. Consumer Behaviour. Pearson, Prentice Hall.

The latest editions of the textbooks listed above may be referred.