



<b>Semester: V</b>				
<b>Course Title: Consumer Behaviour and Services Marketing</b>				
<b>Course Code: C3BC230551T</b>			<b>Credits: 4</b>	
<b>Classes/week: 4</b>			<b>Marks: 100</b>	
<b>Category: MAJOR (CORE) - ELECTIVE</b>				
<b>Theory/Practical/Composite: Theory</b>				
<b>No. of Modules: 8</b>				
This is an introductory course to Consumer Behaviour and Services Marketing divided into two parts. Part 1 deals with Consumer Behaviour, while Part 2 deals with Services Marketing.				
<b>Part I: Consumer Behaviour (50 marks)</b>				
<b>Course Overview:</b> The first part of this course introduces students to the multi-disciplinary nature of consumer behaviour as a discipline, focusing on behaviour of consumers as individuals and in their social and cultural settings. It acquaints the students with the various underlying theories and models used in consumer behaviour borrowed from psychology, sociology, social-psychology and anthropology and their application to the consumer behaviour domain. Students are given an overview of the consumer decision making process with reference to the generic 5-stage consumer decision process model and types of purchase decisions based on consumer involvement. Additionally, students are made familiar with the process of adoption and diffusion in case of new product innovations.				
<b>Course Outcome:</b> After completing this course students would be able to:				
<b>CO1:</b> Recognize the multi-disciplinary nature of consumer behaviour as a distinct discipline, explain the theories and models borrowed from psychology, sociology, social-psychology and anthropology of interest in the study of consumer behaviour, and use those theories to describe, explain, predict and control consumer responses to marketing activities.				
<b>CO2:</b> Analyse the determinants of the behaviour of consumers as individuals and in their social and cultural settings. Examine how each determinant can be leveraged by marketers, evaluate the efficacy of various marketing strategies and tactics, and create and design marketing interventions to achieve marketing and sales objectives.				
<b>CO3:</b> Describe the consumer decision-making process in terms of the generic 5 -stage consumer decision process model with special reference to modes of problem solving based on varying degrees of consumer involvement. Explain the process adoption and diffusion of new product innovations among consumers, examine the factors affecting the rate of diffusion. Differentiate between different adopter categories with reference to their behaviour at various stages of the product life cycle and formulate strategies to facilitate adoption and enhance diffusion.				
<b>Prerequisites: None</b>				
<b>SYLLABUS</b>				
<b>Unit/Module with topic name</b>	<b>Content</b>	<b>Number of Classes</b>	<b>CO Mapping</b>	<b>Cognitive Level</b>
<b>I. Introduction to Consumer Behaviour</b>	<ul style="list-style-type: none"> <li>○ Consumer Behaviour: Concept, multi-disciplinary approach and contributing disciplines</li> <li>○ Applying consumer behaviour knowledge</li> <li>○ Buyer's Black Box</li> </ul>	<b>3</b>	<b>CO1</b>	<b>K1 (Remember)</b> <b>K2 (Understand)</b> <b>K3 (Apply)</b>



<p><b>II. Determinants of Consumer Behaviour</b></p>	<p><b>(a) Consumer as an individual:</b></p> <ul style="list-style-type: none"> <li>○ <b>Motivation:</b> Concept and Process, needs vs. wants, Needs: Types, Application of Maslow's Hierarchy of Needs Theory in Consumer Behaviour</li> <li>○ <b>Personality:</b> Nature, Self-Image - types, Brand Personality</li> <li>○ <b>Perception:</b> Concept, Elements, Absolute threshold, Differential threshold (JND and its applications), Perceptual risks and mitigation strategies</li> <li>○ <b>Learning:</b> Concept, Elements, Theories of Learning- Classical Conditioning and Operant Conditioning, Marketing Applications of Classical Conditioning and Operant Conditioning</li> <li>○ <b>Attitude:</b> Concept, Tri-component model, Attitude functions (value expressive, ego defensive, utilitarian, and knowledge)</li> </ul> <p><b>(b) Consumers in their social and cultural settings:</b></p> <ul style="list-style-type: none"> <li>○ <b>Reference groups:</b> Concept and types</li> <li>○ <b>Family:</b> Importance of family influences in consumer behaviour, family decision making roles, family life cycle (Wells &amp; Gubar Model)</li> <li>○ <b>Opinion Leadership:</b> Characteristics of an effective opinion leader, Role of opinion leader under different situations (product</li> </ul>	<p>18</p>	<p>CO1 CO2</p>	<p>K1 (Remember) K2 (Understand) K3 (Apply) K4 (Analyse) K5 (Evaluate) K6 (Create)</p>
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	<p>knowledge and involvement)</p> <ul style="list-style-type: none"> <li>○ <b>Social class:</b> Concept, characteristics, and influence</li> <li>○ <b>Culture:</b> Concept, importance, Subcultures: sub-cultural distinctiveness, homogeneity and exclusion, cross-cultural influences.</li> </ul>			
<p><b>III. Consumer decision making process</b></p>	<ul style="list-style-type: none"> <li>○ <b>Generic Five-Stage Consumer Decision Process Model</b> <ol style="list-style-type: none"> <li>1. <i>Need Recognition</i> (including stated, latent and hidden needs)</li> <li>2. <i>Information Search</i> (including External and Internal Search)</li> <li>3. <i>Evaluation of Alternatives</i> (including Evaluative Criteria – Compensatory and Non-Compensatory)</li> <li>4. <i>Purchase Decision</i></li> <li>5. <i>Post-Purchase Behaviour/Evaluation</i> (including Post-purchase Dissonance – Concept, Causes and Mitigation Strategies)</li> </ol> </li> <li>○ <b>Types of buying decisions</b> (based on consumer involvement) - Routine Problem Solving, Limited Problem Solving, and Extended Problem Solving</li> </ul>	6	CO3	<p><b>K2</b> (Understand) <b>K4</b> (Analyse) <b>K6</b> (Create)</p>

**Part II: Services Marketing (50 Marks)**

**Course Overview:** The second part of this course introduces students to the distinctive features key attributes of services that make marketing of services different and more challenging as compared to tangible products. Students are familiarized with the 7Ps framework of the extended marketing mix applicable to service industries. Each of the 4Ps of the regular 4Ps framework is revisited to reorient students to how service product design and development, pricing, distribution and marketing communication has to be modified in case of services besides being introduced to the additional 3 Ps viz., people, product and physical evidence. Concepts of service quality and service gaps and other related concepts are dealt with in considerable depth with special reference to the SERVQUAL Model (Questionnaire) the GAPS model. Some specific service industries such as travel and tourism, healthcare, education, have been considered for application of services marketing theory.



<b>Course Outcome:</b> After completing this course students would be able to:				
<b>CO4:</b> Describe the key attributes of services as opposed to tangible products, classify various types of services, account for the growth of the service sector. Identify and examine the managerial challenges arising from the inherent nature of services and formulate strategies and tactics to mitigate the same.				
<b>CO5:</b> Classify marketing activities and decision-making based on the 7Ps marketing-mix framework. Examine each element of the 7Ps, critically evaluating the efficacy and appropriateness of strategic and tactical alternatives in the areas of service product design, pricing, distribution, marketing communication, service processes, managing people in services and managing physical evidence. Develop marketing strategies and implement them in commercial and not-for-profit service organizations in specifies service industries.				
<b>CO6:</b> Explain the concepts of service quality, service gaps, service failure and service recovery. Examine the dimensions of service quality with reference to the SERVQUAL Model and the causes of customer dissatisfaction using the GAPs Model. Analyse the causes of service failure and formulate strategies to prevent service failure and implement service recovery strategies.				
<b>IV. Diffusion and Adoption of Innovations</b>	<ul style="list-style-type: none"> <li>○ Concept of Diffusion and Adoption</li> <li>○ Process of diffusion, Relationship between diffusion and product life cycle</li> <li>○ Factors influencing the rate of diffusion</li> <li>○ Adopter categories</li> </ul>	<b>3</b>	<b>CO3</b>	<b>K2</b> <i>(Understand)</i> <b>K4</b> <i>(Analyse)</i> <b>K6</b> <i>(Create)</i>
<b>V. Introduction to Services Marketing</b>	<ul style="list-style-type: none"> <li>○ Basic Concepts: Defining services, service product/package, customer service, after-sales service, derived service</li> <li>○ Characteristics of Services and their managerial implications</li> <li>○ G. Lynn Shostack's Tangibility-Intangibility Spectrum/Continuum</li> <li>○ Search, experience, and credence qualities of services</li> <li>○ Four basic categories of services: people processing, possession processing, stimulus processing and information processing</li> <li>○ Service industry, Reasons for growth (with special reference to India)</li> </ul>	<b>6</b>	<b>CO4</b>	<b>K1</b> <i>(Remember)</i> <b>K2</b> <i>(Understand)</i> <b>K4</b> <i>(Analyse)</i> <b>K6</b> <i>(Create)</i>
<b>VI. Service Marketing</b>	<ul style="list-style-type: none"> <li>○ <b>Service Product:</b> Components (Flower of</li> </ul>	<b>15</b>	<b>CO5</b>	<b>K2</b> <i>(Understand)</i>



<p>Mix</p>	<p>Services framework), Service Branding Strategies, New Services Hierarchy/categories, Steps in New Service Development</p> <ul style="list-style-type: none"> <li>○ <b>Service Pricing:</b> Alternative approaches to service pricing, Cost-based, Demand/Value-based, Competition based</li> <li>○ <b>Distribution of Services:</b> Forms of channels for different types of services, Major channel arrangements/intermediaries for service distribution and delivery, Franchising, Agents, Brokers, Electronic channels</li> <li>○ <b>Marketing Communications for Services:</b> Service marketing Communications Mix, Advertising, Sales Promotion, Personal Selling, Websites, Online Advertising Forms</li> <li>○ <b>People in Services:</b> Service-Profit Chain, Key HR issues in service industries, Hiring service personnel, Training and development, Support Systems, Motivation and retention of employees.</li> <li>○ <b>Service Process:</b> Concept, Designing and documenting service processes Components of service blueprint</li> <li>○ <b>Physical Evidence:</b> Elements and Strategic Role of services capes.</li> </ul>			<p><b>K3</b> (Apply) <b>K4</b> (Analyse) <b>K5</b> (Evaluate) <b>K6</b> (Create)</p>
<p>VII. Service Quality</p>	<ul style="list-style-type: none"> <li>○ Service Quality Concept, Dimensions and</li> </ul>	<p>6</p>	<p>CO6</p>	<p><b>K2</b> (Understand) <b>K3</b></p>



	<p>Determinants (SERVQUAL®)</p> <ul style="list-style-type: none"> <li>○ Gaps Model of Service Quality (Zeithaml &amp; Bitner)</li> <li>○ Service Failure – Concept, Causes, Customer Responses to Service Failure, Service Recovery – Concept and Strategies ('Fix the Customer' and 'Fix the Problem')</li> </ul>			<p>(Apply)  <b>K4</b>          (Analyse)  <b>K6</b>          (Create)</p>
<b>VIII. Service Marketing in Commercial and Non-profit Organizations</b>	<ul style="list-style-type: none"> <li>○ Travel and tourism</li> <li>○ Healthcare</li> <li>○ Financial services</li> <li>○ Education</li> <li>○ Digital and Online Services</li> </ul>	<b>3</b>	<b>CO5</b>	<p><b>K2</b>          (Understand)  <b>K3</b>          (Apply)  <b>K4</b>          (Analyse)  <b>K5</b>          (Evaluate)  <b>K6</b>          (Create)</p>

*Case studies are applicable to all units (I - VIII).*

**Textbooks:**

**Part - I: Consumer Behaviour:**

1. Leon G. Schiffman, Joseph Wisenblit & S. Ramesh Kumar, Consumer Behavior, 12th Edition, Pearson
2. Satish K. Batra & S. H. H. Kazmi, Consumer Behaviour: Text and Cases, 2nd Edition (2008), Excel Books

**Part – II: Services Marketing:**

3. Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gremler & Ajay Pandit, Services Marketing, 7th Edition – Special Indian Edition (2018), McGraw Hill Education
4. Jochen Wirtz, Christopher Lovelock & Jayanta Chatterjee, Services Marketing, 8th Edition (2017), Pearson Education.

**Suggested readings:**

**Part - I: Consumer Behaviour:**

1. Michael Solomon & Tapan Kuman Panda, Consumer Behavior: Buying, Having and Being, 13<sup>th</sup> Edition, Pearson
2. Roger D. Blackwell, Paul W. Miniard, James F. Engel & Zillur Rahman, Consumer Behavior, Tenth Edition, Cengage Learning India Pvt. Ltd.
3. David L. Loudon & Albert J. Della Bitta, Consumer Behaviour (Indian Edition), Fourth Edition, McGraw Hill Education
4. S. Ramesh Kumar, Consumer Behaviour: The Indian Context (Concept and Cases), Second Edition, Pearson
5. Ramanuj Majumdar, Consumer Behaviour: Insights from Indian Market, PHI Learning Pvt. Ltd., Eastern Economy Edition



<b>Part – II: Services Marketing:</b>
6. Harsh V. Verma, <i>Services Marketing, Text and Cases</i> , 2 <sup>nd</sup> Edition, Pearson Education India
7. K. Douglas Hoffman & John E. G. Bateson, <i>Services Marketing, Concepts, Strategies and Cases</i> , 6 <sup>th</sup> Edition (2024), Cengage India Pvt. Ltd.
8. K. Rama Mohana Rao, <i>Services Marketing</i> , 2 <sup>nd</sup> Edition (2011), Pearson Education India
9. Ravi Shankar, <i>Service Marketing: The Indian Perspective</i> , (2002), Excel Books
10. M. K. Rampal & S. L. Gupta, <i>Service Marketing - Concepts, Applications &amp; Cases</i> , (2000), Galgolia Publishing Co.
11. Govind Apte, <i>Service Marketing</i> , (2004) Oxford University Press.
<b>Web Resources:</b>
1. Re: GAPS Model (Services Marketing) Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2010). <i>Services marketing strategy</i> . Wiley international encyclopedia of marketing. <a href="https://onlinelibrary.wiley.com/doi/pdf/10.1002/9781444316568.wiem01055">https://onlinelibrary.wiley.com/doi/pdf/10.1002/9781444316568.wiem01055</a>
2. Re: SERVQUAL (Services Marketing) Parasuraman, A., Berry, L. L., & Zeithaml, V. A. (1991). Refinement and reassessment of the SERVQUAL scale. <i>Journal of retailing</i> , 67(4), 420. <a href="https://search.proquest.com/openview/20ce41a3232b328c782d08cf26648612/1?pq-origsite=gscholar&amp;cbl=41988">https://search.proquest.com/openview/20ce41a3232b328c782d08cf26648612/1?pq-origsite=gscholar&amp;cbl=41988</a>

**Course outcomes (COs) and Cognitive Level Mapping**

<b>COs</b>	<b>CO Description</b>	<b>Cognitive levels</b>
<b>CO1</b>	Recognize the multi-disciplinary nature of consumer behaviour as a distinct discipline, explain the theories and models borrowed from psychology, sociology, social-psychology and anthropology of interest in the study of consumer behaviour, and use those theories to describe, explain, predict and control consumer responses to marketing activities.	<b>K1</b> (Remember), <b>K2</b> (Understand), <b>K3</b> (Apply)]
<b>CO2</b>	Analyse the determinants of the behaviour of consumers as individuals and in their social and cultural settings. Examine how each determinant can be leveraged by marketers, evaluate the efficacy of various marketing strategies and tactics, and create and design marketing interventions to achieve marketing and sales objectives.	<b>K4</b> (Analyse), <b>K5</b> (Evaluate), <b>K6</b> (Create)]
<b>CO3</b>	Describe the consumer decision-making process in terms of the generic 5 -stage consumer decision process model with special reference to modes of problem solving based on varying degrees of consumer involvement. Explain the process adoption and diffusion of new product innovations among consumers, examine the factors affecting the rate of diffusion. Differentiate between different adopter categories with reference to their behaviour at various stages of the product life cycle and formulate strategies to facilitate adoption and enhance diffusion.	<b>K2</b> (Understand), <b>K4</b> (Analyse), <b>K6</b> (Create)



<b>CO4</b>	Describe the key attributes of services as opposed to tangible products, classify various types of services, account for the growth of the service sector. Identify and examine the managerial challenges arising from the inherent nature of services and formulate strategies and tactics to mitigate the same.	<b>K1 (Remember), K2 (Understand), K4 (Analyse), K6 (Create)</b>
<b>CO5</b>	Classify marketing activities and decision-making based on the 7Ps marketing-mix framework. Examine each element of the 7Ps, critically evaluating the efficacy and appropriateness of strategic and tactical alternatives in the areas of service product design, pricing, distribution, marketing communication, service processes, managing people in services and managing physical evidence. Develop marketing strategies and implement them in commercial and not-for-profit service organizations in specifies service industries.	<b>K2 (Understand), K3 (Apply), K4 (Analyse), K5 (Evaluate), K6 (Create)</b>
<b>CO6</b>	Explain the concepts of service quality, service gaps, service failure and service recovery. Examine the dimensions of service quality with reference to the SERVQUAL Model and the causes of customer dissatisfaction using the GAPs Model. Analyse the causes of service failure and formulate strategies to prevent service failure and implement service recovery strategies.	<b>K2 (Understand), K3 (Apply), K4 (Analyse), K6 (Create)</b>