

Subject Code: 1MS2020351

Subject Title: Consumer Behavior

1. Course Objectives and Outline:

This course of Consumer Behavior aims to develop understanding of consumer psychology while indulging in buying process. This course essentially explores new area pertaining to various psychological facets of an individual as a consumer. The course will have elaborated discussion on:

- Consumer Buying Behavior Process
- Consumer Psychology
- Consumer in Social & Cultural System
- Decision Making Process & Models

It enables to understand how the examination and application of consumer behavior is central to the planning, development and implementation of marketing strategies.

2. Teaching Scheme (Hours per week)

Lecture (Hrs.)	Tutorial	Practical	Credit	Evaluation Scheme (Marks)		Total
				University Assessment	Internal Assessment	
4	-	-	4	60 Marks	40 Marks	100 Marks

3. Syllabus

Module No.	Contents	Total Hours	Weight
1	Dynamics of Consumer Behavior: Consumer Behavior and the Marketing Concept, Contributing disciplines and area like psychology, social psychology, economics, anthropology etc. Customer Value, Satisfaction, Trust and Retention, The Impact of New Technology on Marketing, Market Segmentation and Strategic Targeting	12	25%
2	Understanding of Consumer Psychology: Consumer Motivation, Theories of Personality and Consumer Behavior, Consumer Perception	12	25%
3	Understanding of Consumer Psychology: Consumer Learning Patterns and Behavior, Consumer Attitude Formation and Change, Communication with Consumers: Persuading Consumers, From Traditional to Contemporary media, Role of indirect communication	12	25%

4	Consumer and Socio-Cultural settings: The Family and Social Class, Influence of Culture on Consumer Behavior, Cross-cultural Consumer Behavior Consumer Decision Making: Consumers and the Diffusion of Innovation, Consumption to Satisfaction, Consumer Decision Making Process & Models	12	25%
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4. Course Pedagogy

The pedagogy of the subject is a classroom learning which involves Lectures, Case Discussions, Real life Business Scenarios. Students will be given group tasks and assignments of field visit and market survey. Students would have to come prepare with the real life examples of Indian market setting, for that they would be guided for how to incorporate the observational research.

5. Suggested Readings

a. Books

- 1 Consumer Behavior; By Schiffman, Wisenblit, Kumar; Pearson Education
- 2 Consumer Behavior: A South Asian Perspective; Babin, Harris, Mohan, Cengage Learning
- 3 Consumer Behavior: Insight from Indian Market; By RamanujMazmudar, PHI
- 4 Consumer Behavior; By Loudon, Della Bitta; Tata McGraw Hill

b. Journals/Magazines

- Journal of Consumer Behaviour, Wiley
- Journal of Consumer Marketing, Emerald Insight
- 4 Ps / Brand Reporter / Business World

6. Evaluation Scheme

Sr. No.	Component	Weight
1	University Examination	60%
2	Internal Assessment -Depending on the need and objectives of the subject, internal assessment should include minimum three of the following sub-components; <i>Class Test, Quiz, Assignments, Case Presentation, Class Participation, Projects, Team/Individual Assignments.</i> -The weightage of a sub-component should not exceed 50% of internal assessment component weight. -The bifurcation of sub-components shall be communicated by the instructor before commencement of the academic sessions.	40%