

|                              |                                   |
|------------------------------|-----------------------------------|
| <b>Branch Name:</b>          | MANAGEMENT (Marketing Management) |
| <b>Program Code:</b>         | MS301                             |
| <b>Course Name:</b>          | Consumer Behaviour                |
| <b>Course Code:</b>          | 2MS3010751T                       |
| <b>Pre-requisite Course:</b> | Basics of Marketing Management    |

**Course Objectives:**

- 1) To understand consumer behaviour in an informed and systematic way.
- 2) To analyse personal, socio-cultural, and environmental dimensions that influence consumer decisions making.
- 3) To enable students in designing and evaluating the marketing strategies based on fundamentals of consumer buying behaviour.

**Teaching and Examination Scheme:**

| Teaching Scheme<br>(Hours per week) |                 |                  |        | Evaluation Scheme (Marks) |                          |                          |                          |                  |
|-------------------------------------|-----------------|------------------|--------|---------------------------|--------------------------|--------------------------|--------------------------|------------------|
| Lecture<br>(L)                      | Tutorial<br>(T) | Practical<br>(P) | Credit | Theory (Marks)            |                          | Practical (Marks)        |                          | Total<br>(Marks) |
|                                     |                 |                  |        | University<br>Assessment  | Continuous<br>Assessment | University<br>Assessment | Continuous<br>Assessment |                  |
| 4                                   | -               | -                | 4      | 60                        | 40                       | -                        | -                        | 100              |

**Subject Contents:**

| Sr.<br>No. | Topic                                                                                                                                                                                                                                                                                                                      | Total<br>Hours | Weightage<br>(%) |
|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|------------------|
| 1          | Dynamics of Consumer Behaviour: Consumer Behaviour 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 | 10             | 20%              |
| 2          | Understanding of Consumer Psychology: Consumer Motivation, Theories of Personality and Consumer Behaviour, Consumer Perception                                                                                                                                                                                             | 10             | 20%              |
| 3          | Understanding of Consumer Psychology: Consumer Learning Patterns and Behaviour, Consumer Attitude Formation and Change, Communication with Consumers: Persuading Consumers, From Traditional to Contemporary media, Role of indirect communication                                                                         | 10             | 20%              |
| 4          | Consumer and Socio-Cultural settings: The Family and Social Class, Influence of Culture on Consumer Behaviour, Cross-cultural Consumer Behaviour Consumer Decision Making: Consumers and the Diffusion of Innovation, Consumption to Satisfaction, Consumer Decision Making Process & Models                               | 10             | 20%              |
| 5          | Contemporary Issues:<br>Consumers in era of Social media influence<br>Generation Z as Consumers<br>Artificial Intelligence and consumers<br>Ecommerce and India consumers                                                                                                                                                  | 08             | 20%              |

**Text Books:**

| Sr. No. | Books                                                                |
|---------|----------------------------------------------------------------------|
| 1       | Consumer Behavior; By Schiffman, Wisenblit, Kumar; Pearson Education |

#### Reference Books:

| Sr. No. | Books                                                                                |
|---------|--------------------------------------------------------------------------------------|
| 1       | Consumer Behavior: A South Asian Perspective; Babin, Harris, Mohan, Cengage Learning |
| 2       | Consumer Behavior: Insight from Indian Market; By Ramanuj Mazmudar, PHI              |
| 3       | Consumer Behavior; By Loudon, Della Bitta; Tata McGraw Hill                          |

#### List of Open Source Software/learning website:

1. “Management Concepts and Applications/Management” available on
2. [https://en.wikibooks.org/wiki/Management\\_Concepts\\_and\\_Applications/Management](https://en.wikibooks.org/wiki/Management_Concepts_and_Applications/Management)
3. <http://www.managementconcepts.com/>
4. [http://www.managementstudyguide.com/planning\\_function.htm](http://www.managementstudyguide.com/planning_function.htm)

#### LAB/Practical

1. Students should be taken to Industrial Visit to understand management process
2. Expert talk from Managers can be arranged for students to understand Manager’s role

#### Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

| CLO  | Description                                                                                  | Bloom’s Taxonomy Level       |
|------|----------------------------------------------------------------------------------------------|------------------------------|
| CLO1 | To identify the major influences in consumer behavior                                        | 1 Remember, 2 Understanding, |
| CLO2 | To distinguish between different consumer behavior influences and their relationships        | 4 Analyze, 5 Evaluate        |
| CLO3 | To establish the relevance of consumer behavior theories and concepts to marketing decisions | 3Apply                       |
| CLO4 | To Implement appropriate combinations of theories and concepts                               | 3 Apply, 5 Evaluate          |
| CLO5 | To recognize social and ethical implications of marketing actions on consumer behavior       | 4, 5 Evaluate, Analyze       |
| CLO6 | Use most appropriate techniques to apply market solutions                                    | 6 Creating                   |

#### Mapping of CLOs with Pos & PSOs

| Course Learning Outcomes | Program Outcomes(POs) |     |     |     |     |     |     |     | Program Specific Outcomes(PSOs) |      |
|--------------------------|-----------------------|-----|-----|-----|-----|-----|-----|-----|---------------------------------|------|
|                          | PO1                   | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1                            | PSO2 |
| CLO1                     | H                     | H   |     |     |     |     |     |     | M                               |      |
| CLO2                     | H                     | H   | H   | M   |     |     |     |     |                                 |      |
| CLO3                     | H                     |     | H   |     |     |     |     |     | M                               |      |
| CLO4                     |                       |     |     |     |     | M   | M   |     |                                 | M    |
| CLO5                     |                       | H   |     | H   | H   |     |     |     |                                 | H    |
| CLO6                     |                       |     |     |     | H   |     |     | H   |                                 |      |

**H: High, M: Medium, L: Low**

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