

Name of the Subject: CONSUMER BEHAVIOR
Course Code and Subject Code: MS 313, CB
Course Credit: FULL (50 SESSIONS OF 60 MINUTES EACH)

Course Description:

An essential component of marketing is consumer insight – both the obvious needs and wants that are on the surface of conscious thought, but also the deeper, possibly unconscious motives that drive human behavior at an implicit level. Psychological science has produced numerous theoretical and technological advances in recent years that offer unprecedented access to the inner workings of the mind, and allow for new ways to assess opinion, test new products, evaluate packaging, predict emerging needs, design promotion and advertising executions, and map out overall marketing strategy.

This course gives an overview of psychological knowledge as it pertains to capturing consumer insight, and includes a consideration of how the brain works, what factors influence consumer choice, and a critical evaluation of psychological assessment tools (including such diverse methods as online surveys, brain imaging, computerized reaction time assessment, and eye-tracking). The course also reviews a range of “levers” that can influence purchase behavior in unexpected ways and at efficient cost. The course is organized around a model of human cognition rooted to sequential mental processing steps (e.g., awareness, interpretation, attitude, etc.) that intervene between the marketing mix (input) and purchase behavior (output). The course uses a mix of large cases, mini-cases, and lectures to advance these concepts.

Evaluation Pattern:

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| Project | 10% |
| Assignment | 10% |
| Quiz | 05% |
| Class Participation & Attendance | 05% |
| Mid-Semester Exam | 30 % |
| End-term Examination | 40 % |

Pedagogy:

- Lectures
- Projects
- Case study
- Role plays

| Session | Course Content | Percentile weightage |
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| 1 - 3 | Introduction to the Study of Consumer Behavior Defining Consumer Behaviour - Scope of Allocation of Consumer Behaviour - Why Study Consumer Behaviour - Evolution of Consumer Behaviour as a Field of Study and Its Relationship with Marketing: Behaviour Dimension - The Interdisciplinary Nature of Consumer Behaviour | 10 % |
| 4 - 8 | Marketing Research and Consumer Behaviour - Relevance of Marketing Research with Consumer Behaviour - Approaches to Consumer Behavior Research - Quantitative Research - Qualitative Research | 10 % |
| 9 - 10 | Market Segmentation and Positioning - Market Segmentation - Basis for Segmentation - Alternatives available for Segmentation - Positioning | 6 % |
| 11 - 14 | The Consumer Decision Making Process - What is Consumer Decision - Consumer Decision Making Process - Levels of Consumer Decision Making - Models of Consumers: Four Views of Consumer Decision Making - Types of Decision Process | 6% |
| 15 - 18 | Models of Consumer Behaviour - The Economic Model - Learning Model - Psychoanalytic Model - The Sociological Model - The Howard Sheth Model of Buying Behaviour - The Nicosia Model - The Engel-Kollat-Blackwell Model | 20 % |

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| | - Engel, Blackwell and Miniard (EBM) Model | |
| 19 - 29 | Psychological Influence on Consumer Behaviour - Personality and Self-Concept - Motivation - Consumer Learning - Consumer Perception - Consumer Attitude - Consumer Communication | 15 % |
| 30 - 41 | Sociological Influences on Consumer Decision Making - Consumer Reference Groups - Family and Life Cycle - Social Class - Culture - Subculture - Cross Culture - Personal Influence - Diffusion of Innovation | 10 % |
| 42 - 45 | Organizational Buying - Nature of Organizational Buying - Influences on Organizational Buying Behavior - Organizational Buying Decision | 8 % |
| 46 - 50 | Consumer Behavior Analysis and Marketing Strategy - Consumer Behaviour and Product Strategy - Consumer Behaviour and Pricing Strategy - Consumer Behaviour and Distribution Strategy - Consumer Behaviour and Promotion Strategy | 15 % |

Text Book

1. Consumer Behaviour, Schiffman Kanuk and S. Ramesh Kumar, Pearson, Latest Edition
2. Consumer Behaviour, Concepts and Applications, Loudon and Bitta, TMH, Latest Edition
3. Consumer Behaviour and Marketing Strategy, Peter, J.P. and Olson, TMH, Latest Edition.

Reference Books

1. Consumer Behavior - Insights from Indian Market Majumdar Ramanuj, PHI, 2nd Edition.
2. Consumer Behavior, Blackwell and Engel, Cengage Publication, Indian Edition.