



Course Title: CONSUMER BEHAVIOUR

Course Level: PG

Course Code: MKTG604

Credit Units: THREE

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

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 behaviour at an implicit level.

- The course will help students stimulate their minds to think coherently about consumers by identifying relevant variables, describing their basic characteristics and specifying how the variable relates to each other.
- The 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.

Prerequisites:

The student opting for this course should have successfully completed the course in Marketing Management. The student is expected to combine the learning across specialization courses including Brand Management, Marketing Communication & Market Research. Although the course is designed for marketing students, it is relevant to students who are interested in behavioural research in a variety of other disciplines (e.g., management, accounting, health sciences, and psychology).

Student Learning Outcomes:

- The student who completes the course successfully will be able to identify and relate with the psychological processes that underlie the effectiveness of marketing strategy in terms of impact on consumer behaviour.
- The student of the course will be able to develop an insight and knowledge base of the various underlying concepts driving consumer behaviour.

- The course will equip the student to apply concepts, theories, models, and tools in developing consumer behaviour driven marketing strategies.
- By the end of the course student will be able to critically assess, evaluate and predict current and future metrics, research technologies, and research data output related to the subject.

Course Contents/Syllabus:

	Weightage (%)
Module I: Introduction	10
<ul style="list-style-type: none"> • The Psychology of Consumption • Consumer Behaviour Defined • Types of Consumer Research • Marketing Implications of Consumer Behaviour 	
Module II Consumer Motives and Values & Personality	20
<ul style="list-style-type: none"> • Underlying dimensions of Consumer Motivation • Maslow's Hierarchy of Needs, Freudian Theory of Motivation • Memetics, Cognitive Dissonance as Motivation • Motivation Research- Projective Techniques, Means-End-Chain Analysis and Laddering • Values and Marketing Strategy • Personality, Personality Variables • Social Character Research • Theories Of Personality • Brand Personality • Consumer's sense of self (i.e., identity, cherished beliefs, deeply-held values) 	
Module III Consumer Perception	20
<ul style="list-style-type: none"> • Perception and Interpretation- Sensory Systems, Perception organization, Sensory Thresholds and Sensory Discrimination • Just Noticeable Difference and Marketing Strategy • Selective Attention and Perception • Perception and Evoked Set • Symbolism in Perceptual Interpretation • Managing Price Perceptions 	
Module IV Learning and Attitude	15
<ul style="list-style-type: none"> • Behavioural Learning Theories • Cognitive Learning Theories • Measurement of Learning • Current Insights on Neuromarketing; Memory and Knowledge 	

<ul style="list-style-type: none"> • Attitude Formation- Attitude Models • Measurement and Changing Attitudes (predicting vs. influencing purchase behaviour) 	
Module V External influences in Consumer Behaviour	15
<ul style="list-style-type: none"> • Culture and Subculture • Country of Origin Effects • Types of Reference Groups- Conformity and Independence, Leadership, Social Power • Negative and Non-membership Reference Groups, Virtual Groups • Social Class Influences On Consumer Behaviour • Measurement Of Social Class • The Household Lifecycle and Marketing Strategy • Family Decision Making- Roles, Intergenerational Influences, Husband- wife Decision Making, Children and pester Power 	
Module VI Consumer Decision Process	20
<ul style="list-style-type: none"> • Types Of Consumer Decisions • The Process Of Problem Recognition • Marketing Strategy and Problem Recognition • Information Search-Types Of Information Sought, Costs Versus Benefits Of External Search • Marketing Strategies Based On Information Search Patterns • Consumer Decision Making • Decision Rules for Attribute Based Choice • Outlet Selection and Purchase-In Store Influences <ul style="list-style-type: none"> ▪ Post purchase Dissonance ▪ Product Disposition and Marketing Strategy 	

Pedagogy for Course Delivery:

Classes will involve a blend of lectures and case discussions. Students will practice various research activities, including: article reviews, presentations, experimental design, theory development, testing and application. Students are expected to contribute to the class discussions based on the course readings and their own experience.

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
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30%	NA	70%
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Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Mid-Term Exam	Project	Group Presentation	Attendance	
Weightage (%)	10%	10%	5%	5%	70%

Text & References:

- Schiffman, Leon G / Kanuk, Leslie Lazar, (2010), Consumer Behaviour, PHI,
- Hawkins et al, (2010), Consumer Behaviour. McGraw Hill
- Blackwell et al (2009), Consumer Behaviour, Thomson Publishing
- Solomon (2012), Consumer Behavior, Prentice Hall
- Loudon, David / Bitta, Albert Della (2008), Consumer Behavior: Concepts & Applications, Tata McGraw Hill

Any other Study Material:

Journals

- Journal of Consumer Research
- Journal of Personality and Social Psychology
- Journal of Applied Psychology
- Journal of Marketing
- Journal of Verbal Learning and Verbal Behavior
- Journal of Marketing Research
- Journal of Experimental Social Psychology

Readings

- Bazerman, Max H. (2001), "Consumer Research for Consumers," *Journal of Consumer Research*, 27 (Mar), 499-504.
- Bettman, James R., *An Information Processing Theory of Consumer Choice*, Chapter 2.
- Celsi, Richard L. and Jerry C. Olson (1988), "The Role of Involvement in Attention and Comprehension Processes," *Journal of Consumer Research*, 15 (Sep), 210-224.
- Petty, Richard E., John T. Cacioppo and David Schumann (1983), "Central and Peripheral Routes to Advertising Effectiveness: The Moderating Role of Involvement," *Journal of Consumer Research*, 10 (Sep), 135-146.
- Shapiro, Stewart and Mark T. Spence (2002), "Factors Affecting Encoding, Retrieval, and Alignment of Sensory Attributes in a Memory-Based Brand Choice Task," *Journal of Consumer Research*, 28 (March), 603-617.
- Bettman, James R. and C.W. Park (1980), "Effects of Prior Knowledge and Experience and Phase of the Choice Process on Consumer Decision Processes," *Journal of Consumer Research*, 7 (Dec), 234-248.
- Fazio, Russell, Martha Powell, and Carol Williams (1989), "The Role of Attitude Accessibility in the Attitude-to-Behavior Process," *Journal of Consumer Research*, 16 (Dec), 280-288.
- Millar, Murray G. and Abraham Tesser (1986), "Effects of Affective and Cognitive Focus on the Attitude-Behavior Relation," *Journal of Personality and Social Psychology*, 51 (2) 270-276.