



Course Title: PRINCIPLES OF CONSUMER BEHAVIOUR

Course Level:UG

Course Code: MKTG304

Credit Units: THREE

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

Course Objectives:

The course will help the students take a holistic view of the buyer; it will help equip them with knowledge of various models and frameworks to help understand buyer behaviour and align the knowledge with formulation of appropriate marketing strategies. The objective is to gain an understanding of the theoretical and conceptual concepts of buyer behaviour and apply them to real life marketing situations and practices.

Prerequisites:

The student opting for this course should have successfully completed the course Principles of Marketing I & II.

Student Learning Outcomes:

- The students who successfully complete the course will be able to identify and relate to the importance of consumer behaviour in the overall marketing process.
- The graduate of the course will be better equipped to analyze, review and discuss as to how and why consumers behave in general and by segments.
- The students will be able to employ, illustrate and interpret tools used to uncover underlying aspects of consumer psychology that runs behind the decision making process
- The student will be able to apply knowledge of buyer behaviour to create product, service and marketing ideas in ways that motivate consumers to act.

Course Contents/Syllabus:

	Weightage (%)
Module I Introduction	

<ul style="list-style-type: none"> • Consumer Behaviour: Definition and significance. • Understanding consumer and market: Profile of Indian and Global Consumers. • Applications of consumer behaviour knowledge in marketing • Methods of consumer research 	15
Module II External Influences on Buying Behaviour	
<ul style="list-style-type: none"> • Culture: Meaning and Characteristics. • Cross Cultural understanding of Consumer Behaviour. Subculture, • Social class, Demographics and social stratification • Social Groups: Meaning and formation of a group, group properties. • Family: Lifecycle and its significance on Consumer Behaviour. • Family purchase decision process. • Reference group influences on consumer behaviour and marketing strategy. 	30
Module III Internal Influences on Buying Behaviour	
<ul style="list-style-type: none"> • Personality, self concept and Lifestyle and its relevance in consumer behaviour. • Motivation: Nature and role of motives and their significance in marketing. • Perception and Marketing Strategy; • Consumer Learning • Outcomes and measures of consumer learning • Attitudes: Characteristics, functions and its importance in buyer behaviour. • Strategies for changing attitude and intentions 	30
Module IV Consumer Decision Process	
<ul style="list-style-type: none"> • Consumer decision process model • Types of consumer decisions. • Situational Influences. • Problem Recognition, Search and Evaluation, Purchasing Process. • Post-purchase Behaviour: Post Purchase evaluation, Post-purchase dissonance and Product disposition. 	25

Pedagogy for Course Delivery:

The course will employ lectures, case studies and class discussions. The students of the course will be required to conduct a consumer research project which will focus on understanding consumer behaviour relating to a particular product, service, or other consumer offering. The project will provide a hands-on opportunity to understand specific behaviours that consumers engage in.

Assessment/ Examination Scheme:

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

Theory Assessment (L&T):

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

Text & References:

- Schiffman, Leon G / Kanuk, Leslie Lazar, (2010), Consumer Behaviour, PHI,
- Hawkins et al, (2006), Consumer Behaviour. McGraw Hill
- Blackwell et al (2009), Consumer Behaviour, Thomson Publishing
- Solomon (2007), Consumer Behaviour, Prentice Hall
- Loudon, David / Bitta, Albert Della (2008), Consumer Behaviour: Concepts & Applications, Tata McGraw Hill