

Semester	III	Specialization	Marketing
Course Code	306MKT	Type	Subject - Core
Course Title	Consumer Behaviour		

Course Objectives:

1	To highlight the importance of understanding consumer behavior in Marketing.
2	To study the environmental and individual influences on consumers
3	To understand consumer behavior in Indian context.

Syllabus:

Unit Number	Contents	Number of Sessions
1	<p>Environmental Influences on Consumer Behaviour</p> <p>Basics: Meaning of Customers & Consumers, Consumer Roles, Consumerism & De-marketing</p> <p>Culture & Sub- Culture: Meaning, Characteristics & Relevance to Marketing Decisions</p> <p>Social Class: Meaning, Measurement, Effect on Lifestyles</p> <p>Social Groups: Meaning & Group Properties & Reference Groups</p> <p>Family: Family Life Cycle & Purchasing Decisions</p> <p>Marketing Mix : Influence of marketing mix variables</p>	10 + 2
2	<p>Individual Determinants of Consumer Behavior</p> <p>Personality & Self Concept: Meaning of Personality, Influence on Purchase Decisions</p> <p>Motivation & Involvement: Types of Buying Motives, Motive Hierarchy, Dimensions of Involvement</p> <p>Learning & Memory: Meaning & Principal Elements of Learning, Characteristics of Memory Systems, Recall</p> <p>Attitudes: Meaning & Characteristics, Strategies for Changing Attitudes, Intentions & Behaviors</p>	9 + 2
3	<p>Consumer Decision Making Process</p> <p>Problem Recognition: Types of consumer decisions, types of Problem Recognition, Utilizing problem recognition information</p>	8 + 2

	<p>Search & Evaluation: Types of information, Sources of Information Search, Search, Experience and Credence Aspects -Marketing Implications</p> <p>Situational Influences on Purchase Decisions</p> <p>Purchasing Process: Why do people shop? Store & Non-store Purchasing Processes, Purchasing Patterns.</p> <p>Post-purchase Evaluation & Behavior: Consumer Satisfaction, Dissatisfaction, Customer Delight, Consumer Complaint Behavior, Post-Purchase Dissonance.</p>	
4	<p>Consumer Behavior Models</p> <p>Howard Sheth Model</p> <p>Engel – Blackwell – Miniard Model</p>	4 + 2
5	<p>Indian Consumer</p> <p>Demographic & Socio-economic Profile</p> <p>Measurement of social classes in India using Socio-Economic Classes (SEC) in Urban & Rural Markets</p> <p>Living Standards Measures (LSM).</p> <p>Characteristics of BoP Consumers.</p>	4 + 2

Learning Resources:

1	Text Books	<p>Consumer Behaviour by David L. Loudon & Albert J. Della Bitta, Tata McGraw Hill, 4th Edition</p> <p>Consumer Behaviour, Hawkins, Mothersbaugh, Tata McGraw Hill</p> <p>Consumer Behaviour, Batra, Kazmi, Excel Books</p>
2	Reference Books	<p>Consumer Behavior by Leon Schiffman, Leslie Kanuk, S.Ramesh Kumar, Pearson, 10th Edition</p> <p>Consumer Behaviour by Engel, Blackwell & Miniard</p> <p>Consumer Behavior - An Indian perspective by Dr. S.L Gupta, Sumitra Pal, Sultan Chand and Sons</p> <p>Consumer Behavior - In Indian Perspective by Suja R. Nair, Himalaya Publishing House.</p>

		Why we Buy: The Science of Shopping by Paco Underhill, Simon and Schuster Paperbacks.
3	Supplementary Reading Material	We are like that only by Rama Bijapurkar, Penguin The Marketing White Book, Business World Economic Times, Business Standard, Mint, Business world.(Brand equity & Brand wagon)
4	Websites	http://www.censusindia.gov.in/default.aspx http://www.ncaer.org/ http:// www.consumerpsychologist.com
5	Journals	The Disciplinary Status of Consumer Behavior: A Sociology of Science Perspective on Key Controversies by Macinnis, Deborah J.; Folkes, Valerie S., Journal of Consumer Research. Apr2010, Vol. 36 Issue 6, p899-914. Consumer Learning and Its Impact on Store Format Selection- Detail Only by van Waterschoot, Walter; Kumar Sinha, Piyush; Van Kenhove, Patrick; De Wulf, Kristof. Journal of Retailing & Consumer Services. May2008, Vol. 15 Issue 3, p194-210. Interpersonal Influence on ConsumerBehavior: An Attribution Theory Approach by Calder, Bobby J.; Burnkrant, Robert E. Journal of Consumer Research. Jun77, Vol. 4 Issue 1, p29-38. 10p. Satisfaction Attributions and Consumer Complaint Behavior by Krishnan, S.; Valle, Valerie A., Advances in Consumer Research. 1979, Vol. 6 Issue 1, p 445-449.