

Course Type	Course Code	Name of Course	L	T	P	Credit
DE	EMSD514	Principles of Consumer Behaviour	3	0	0	3

Course Objective

The course attempts to provide students with an understanding of consumer behavior. The knowledge of the factors that influence consumer behavior can, with practice, be used to develop good marketing strategy.

Learning Outcomes

Learning Outcomes: The course should enable students to connect consumer behavior concepts with the development of appropriate marketing strategies that are consumer based and create and enhance customer value.

Upon successful completion of this course, students will:

- Understand, describe, explain and apply basic concepts of Consumer Behavior
- Understand the Psychological issues in consumer behavior: Personality, Perception; Learning and its importance for consumers
- Analyze Sociological issues in consumer behavior
- Understand the importance Organization Buying Behavior

Unit No.	Topics to be Covered	Lecture Hours	Learning outcome
1	Unit I: Introduction to concept of Consumer Behavior: The significance of consumer behavior	6	Importance of consumer behavior
2	Unit II: Factors influencing consumer behavior: Drive, motivation and hedonism; Personality and self-concept; Perception; Learning; Attitude formation and change	12	Psychological issues : Personality and self-concept; Perception; Learning
3	Unit III: Sociological issues in consumer behavior: The environment, class and culture; Peer and reference groups; The family and life cycle	9	Sociological issues in consumer behavior :class, culture, Peer and reference groups and family on consumers
4	Unit IV: Consumer Information Processing, New and repeat buying behavior; Diffusion of Innovation; High involvement purchase behavior; Post-purchase behavior	6	Consumer Information Processing, New and repeat buying behavior; Diffusion of Innovation
5	Unit V: Current trends in consumer behavior, Organization Buying Behavior: Nature, influences and process	6	Consumer behavior and the marketing mix; Current trends and developments in consumer behavior, Organization Buying Behavior

Text Books:

- *Consumer Behaviour* - L Schiffman, 11th edition, L Kanuk, and S R Kumar. Pearson Education.
- *Consumer Behaviour: Insights from Indian Market*, Ramanauj Majumdar, PHI Learning

Reference:

- *Consumer Behaviour*, 10th edition, Blackwell, Miniard, Engel, India Edition, Cengage Learning
- *Consumer Behaviour: Building Marketing Strategy*, 12th edition, Hawkins, Mother baugh, Mookerjee, McGraw Hill Education

TEACHING AND LEARNING STRATEGY

Teaching and learning will comprise a combination of lectures and case discussions. In addition, the students will be directed to relevant academic literature and they will be expected to enhance their knowledge through reading assignments and research papers.