

Course Type	Course Code	Name of the Course	L	T	P	Credits
DE	NMSD501	CONSUMER BEHAVIOUR	3	0	0	3

Course Objective

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

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 and the role of Consumer behavior and the marketing mix
- Understand the Psychological issues in consumer behavior
- Understand the various components of Personality, Perception; Learning and its importance for consumers
- Analyze Sociological issues in consumer behavior
- Examine contemporary issues and importance of innovations in consumer behavior
- Discuss the Current trends and developments in consumer behavior,
- Understand the importance and intricacies of Organization Buying Behavior

Unit No.	Topics to be Covered	Lecture Hours	Learning Outcome
1	Unit I: Introduction to Consumer Behavior: The importance of understanding consumer behaviour	7	Importance of consumer behaviour for a marketer and the consumer himself
2	Unit II: Psychological issues in consumer behaviour: Drive, motivation and hedonism; Goals, risk and uncertainty; Personality and self-concept; Perception; Learning; Attitude formation; Attitude change	14	Psychological issues in consumer behaviour: Drive, motivation and hedonism; Personality and self-concept; Perception; Learning
3	Unit III: Sociological issues in consumer behaviour: The environment, class and culture; Peer and reference groups; The family	9	Sociological issues in consumer behaviour namely influence of class, culture, Peer and reference groups and family on consumers
4	Unit IV: Decisions and their aftermath: Consumer Information Processing, New and repeat buying behaviour; Diffusion of Innovation ; High involvement purchase behaviour; Post-purchase behaviour	8	Decisions and their aftermath: Consumer Information Processing, New and repeat buying behaviour; Diffusion of Innovation ; High involvement purchase behaviour; Post-purchase behaviour
5	Unit V: Consumer behaviour and the marketing mix; Current trends and developments in consumer behaviour, Organization Buying Behavior	4	Consumer behaviour and the marketing mix; Current trends and developments in consumer behaviour, Organization Buying Behavior
	Total	42	

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 Books:

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