**Syllabus for Master of Business Administration, 3rd Semester**

**Functional Area Specialization: Marketing Management Subject Name:**

**Consumer Behaviour (CB) Subject Code: 4539211**

**With effective from academic year 2018-19**

# Learning Outcomes:

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| **Learning Outcome Component** | **Learning Outcome** |
| Business Environment and Domain Knowledge (BEDK) | * Demonstrate the use of consumer behaviour concepts to develop better marketing programs and strategies to influence those   behaviours. |
| Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI) | * Ability to design research in consumer behaviour, and apply findings to marketing   practice. |
| Global Exposure and Cross-Cultural Understanding (GECCU) | * Analyze how global and cultural dimensions shape consumer behaviour. * Identify and explain the factors which influence consumer behaviour inclusive of   society and culture. |
| Social Responsiveness and Ethics (SRE) | * Interpret social and ethical implications of marketing actions on consumer behaviour. |
| Effective Communication (EC) | * Develop comprehensive communication skills need to identify and address consumer behaviours. Develop a keen sense of observation and assessing non-verbal   communication. |
| Leadership and Teamwork (LT) | * Demonstrate the capability to work both independently and as part of a team for the purpose of inquiry into consumer behaviour, and subsequent marketing   planning. |

1. **Course Duration:** The course duration is of **40 sessions of 60 minutes each.**

# Course Contents:

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| **Module No:** | **Contents** | **No. of Sessions** | **70 Marks (External Evaluation)** |
| **I** | **Understanding the Consumer:**   * Consumer Behaviour and the Marketing Concept * Levels of consumer decision making * Customer Value, Satisfaction, Trust and Retention * The Impact of New Technology on Marketing | 10 | 17 |
| **II** | **Consumer as an Individual - I:**   * Consumer Motivation * Consumer Perception * Personality and Self-image, Lifestyle | 10 | 18 |
| **III** | **Consumer as an Individual - II:**   * Consumer Learning * Consumer Attitude Formation * Attitude Change | 10 | 18 |
| **IV** | **Socio-Cultural settings and Consumer Behaviour:**   * Reference groups | 10 | 17 |
|  | * The Family and Social Class * Influence of Culture on Consumer Behaviour * Cross-cultural Consumer Behaviour.   **Consumer Decision Making**:   * Diffusion of Innovation * Consumer Decision Making * CBB models- Howard Sheth Model * Consumerism * Brief overview of Neuromarketing |  |  |
| **V** | **Practical:**   * Students should carry out a primary, qualitative / quantitative research on any dimension related to consumer behavior. * Students can identify how marketers are addressing the various components and stages of the decision making   process. | --- | (30 marks CEC) |

1. **Pedagogy:**
   * ICT enabled Classroom teaching
   * Case study
   * Practical / live assignment
   * Interactive class room discussions

# Evaluation:

Students shall be evaluated on the following components:

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| **A** | **Internal Evaluation** | **(Internal Assessment- 50 Marks)** |
| * Continuous Evaluation Component | 30 marks |
| * Class Presence & Participation | 10 marks |
| * Quiz | 10 marks |
| **B** | **Mid-Semester examination** | **(Internal Assessment-30 Marks)** |
| **C** | **End –Semester Examination** | **(External Assessment-70 Marks)** |

# Reference Books:

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| **No.** | **Author** | **Name of the Book** | **Publisher** | **Year of**  **Publication / Edition** |
| 1 | Leslie Lazar Kanuk, S. Ramesh Kumar, Leon  Schiffman | Consumer Behaviour | Pearson | 2014 / 11th |
| 2 | Leon G. Schiffman, Joe  Wisenblit, S. Ramesh Kumar | Consumer Behaviour | Pearson | 2018 / 12th |
| 3 | S. Ramesh Kumar | Consumer Behaviour:  The Indian Context (Concepts and Cases) | Pearson | 2017 / 2nd |
| 4 | S. Ramesh Kumar | Case Studies in  Consumer Behaviour | Pearson | 2014 / 1st |

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| 5 | Michael R. Solomon | Consumer Behaviour: Buying, Having and  Being | Pearson | 2016 / 12th |
| 6 | David Loudon, A. J. Della Bitta | Consumer Behaviour: Concepts and  Applicaitons | McGraw Hill | Latest Edition |
| 7 | MajumudarRamanuj | Consumer Behavior: Insights from Indian  Market | PHI | Latest Edition |
| 8 | Martin M. Evans, Gordon  Foxall, Ahmad Jamal | Consumer Behaviour | Wiley | 2009 / 2nd |
| 9 | Roger D. Blackwell, Paul  W. Miniard, James F. Engel | Consumer Behaviour | Cengage | 2017 / 10th |

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

# List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.

1. Brand Equity
2. [www.afaqs.com](http://www.afaqs.com/)
3. Journal of Consumer Behaviour
4. Indian Journal of Marketing
5. [www.consumerpsychologist.com](http://www.consumerpsychologist.com/)
6. [www.marketingweek.com](http://www.marketingweek.com/)
7. nptel.ac.in/downloads/110105029/ <http://www.brunel.ac.uk/~bustbdm/1_lecture_notes/marketing/LEC-> 07%20Consumr%20Behaviour.doc