

IMPC4004 CONSUMER BEHAVIOUR (3-0-0)

Course Objectives:

1. To understand the role of consumer behavior in marketing and to develop the skills to map the consumer's mind set.
2. To identify consumer behavior and to analyze emerging issues in buying behavior.

Module - I:

Theories of Consumer Behaviour: Learning theory, Psychoanalytic theory, Gestalt, Cognitive theory, Psychological field, Black box Model, Distributive Approach, implication of these theories, Consumer decision: Process approach, Factors, influencing consumer decision making,

Module - II:

Individual Determinants of Behaviour: Personality, perception, attitude (attitudinal models), learning, Motivation, Group influence on consumer behaviour-Social class, Social groups, Opinion leaders. Role of social media in shaping consumer behavior, Culture and its impact on Consumer behaviour, Relevance of culture in making decisions, Characteristics of culture, Cultural Values, Cultural Changes, Cross cultural understandings. Family: Role & Structure, Family Life Cycle, Purchasing decisions, changing role of families.

Module - III:

Models of Consumer Behaviour: Engel- Kollat-Blackwell Model. Changing Consumer Behaviour and its dynamics, Consumer Behaviour in online marketing, Characteristics of modern women and Netizens. Consumer decision Journey and stages, Omni Channel Behaviour.

Course Outcomes:

- CO-1: Rationalize for studying consumer behaviour and understanding its significance.
CO-2: Identify and explain factors which influence consumer behaviour inclusive of society and culture.
CO-3: Demonstrate how knowledge of consumer behaviour can be applied to marketing.
CO-4: Build the capability in interpreting decision making processes, consumer behaviour models and Omni channel behaviour.

Books:

- Consumer Behavior, Leon G. Schiffman, Leslie Lazar Kanuk, S.RameshKumar, Pearson
- Consumer Behavior, David L. Loudon & Albert, J. Della Bitta, Tata McGraw Hill
- Consumer Behavior Indian Perspective ,Suja R. Nair, Himalaya PublishingHouse
- Consumer Behavior, Satish K. Bhatra & S H HKazmi, ExcelBooks