

## **MBPC4001 CONSUMER BEHAVIOUR (3-0-0)**

### **Course Objectives:**

1. Explore various models of consumer behaviour and understand their implications in marketing strategies.
2. Analyze the dynamics of changing consumer behaviour, particularly in the context of online marketing.
3. Investigate the characteristics and behaviours of modern women and netizens as significant consumer segments.
4. Understand the consumer decision journey, including omni-channel behaviour, to effectively engage and influence consumers throughout their purchasing process.

### **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 behaviour, 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: Rationalise 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 understanding decision making processes, consumer behaviour models and Omni channel behaviour.

### **Text Books:**

1. Consumer Behaviour, Leon G. Schiffman, Leslie Lazar Kanuk, S. Ramesh Kumar, Pearson
2. Consumer Behaviour, David L. Loudon & Albert, J. Della Bitta, Tata McGraw Hill
3. Consumer Behaviour Indian Perspective, Suja R. Nair, Himalaya Publishing House
4. Consumer Behaviour, Satish K. Bhatra & S H HKazmi, Excel Books