



Consumer Behaviour

Program in which it is offered: BBA

Course Category: Elective

Schedule of Offering: Semester VI

Course Credit Structure: 3 (45 Hours)

Course Code: CK222

- **Lecture:** 3 hours
- **Tutorial:** N.A
- **Practical:** N.A

Contact Hours per week: 3 hours

Instructor: Dr. Sathish. M

Course Objective

1. Demonstrate a detailed understanding of the basic concepts of consumer behaviour.
2. Describe how this knowledge can be used by marketers.
3. Demonstrate ability to segment markets using consumer behaviour concepts/constructs.
4. Identify and illustrate how these concepts can be used to explain the decisions buyers make in the marketplace.
5. Analyze the behaviour profiles of specific market segments and understand the basic aspects of strategy development as it applies to specific target groups

Learning Outcome

By the end of the course, the student will be able

1. Express ideas and clarify the understanding of customers and their inner characteristics
2. Prioritize the key issues in consumer decision making
3. Apply tools and techniques to explore learning and involvement of individual consumers
4. Clarify cross-cultural functions and beliefs of consumers in different social classes, culture and subculture
5. Construct decision-making models relevant to personal and organizational buying behaviour

Teaching Pedagogy

This course employs classroom lectures, quizzing, case discussions and presentations and field project. A Quiz will be conducted at the beginning or end of each module. Besides, the surprise quiz will be organized during the course. All the students will have to submit an assignment and also should evaluate the assignment of their peers. The assignments will be announced by the facilitator during the course. Each student is expected to take part in the case discussion which will be assessed for class participation marks. Field project is also part of the internal components.

Module Sessions

Module-I: (9 Hours)

THE FOUNDATIONS OF CONSUMER BEHAVIOUR

Meaning, Personal and Organisational consumers, Consumer's buying behaviour, model of Consumer decision making, marketing concepts & Consumer needs and motivation: Meaning, positive and negative, rational vs emotional, dynamic nature of motivation, frustration, arousal of motives, types and systems of needs.

Module-II: (9 Hours)

PERSONALITY AND SELF CONCEPT

Definition, Theories, personality and consumer behaviour, self and self-images. Perception: Elements, subliminal perception, dynamics, consumer imagery, perceived price, quality, and risk.

Module-III: (9 Hours)

LEARNING AND INVOLVEMENT

Meaning, Motivation, Cues, Response, and Reinforcement, Learning theories. Attitude formation and change: Types of attitudes, structural models, formation, strategies of attitude change.

Module-IV: (9 Hours)

SOCIAL INFLUENCES ON BUYER BEHAVIOR AND SOCIAL CLASS AND CONSUMER BEHAVIOR

Communication via the media, Reference Groups, social class, measurement of social class. The influence of culture & subculture on consumer behaviour: definitions, measurement of culture, ethnic, religious, geographic and regional, racial, age and gender as a subculture.

Module-V: (9 Hours)

DECISION MAKING: Definition, four views, the model of consumer decision making, opinion leadership, dynamics of OL process, Ethics in Marketing, Advertising and Public Policy.

Text Book

- Schiffman, L., Kanuk, L., & Ramesh Kumar, S (2014), *Consumer Behaviour*, 11th Edition, Pearson Education, India

Reference Book

- Loudon D. L., & Della Bitta A.J, (2013), *Consumer Behaviour Concepts and Applications*, 4th Edition, McGraw Hill Education (India).
- David, M., & Hawkins, D. (2016), *Consumer Behaviour: Building Marketing Strategy*, 13th edition, McGraw Hill Education (India).
- Solomon M.R. (2018), *Consumer Behaviour: Buying, Having, and Being*, 12th edition, Pearson Education, India
- Journal of Consumer Behaviour

Evaluation Pattern

	Types	Marks	Final Marks	DATES:
ASSESSMENT COMPONENTS	MID Term Test	50	25	Informed by COE
	Module Quiz & Surprise Quiz	50	10	End of Each Module
	Assignment & Presentation	50	10	During the course
	Project	30	15	Two Phases during the semester
	Final Exam	100	Moderated to 40	Informed by CEO

Classroom Etiquettes

Let us **understand**, **appreciate** and **adhere** to the following, to ensure high standards of conduct in the classroom:

- Let us respect each other's **time**. No one will be allowed to enter the class after the facilitator's entry
- "Modernity with modesty is a state of maturity®". **The way you dress up shows your maturity**. We believe you will behave maturely.
- Classroom is a platform for all of us to learn. Make meaningful use of the same. *You can disagree with ideas, opinions but not the person*. "Everyone has the **right to learn**". No one has the right to disturb/hurt others.
- When a team assignment or presentation or project or activity is given, the facilitator will ask **anyone from the team to present (or discuss) on any part of the**

presentation/assignment. If he/she fails to perform, the whole team loses the marks for that particular activity.

- **Surprise test(s)** will be conducted for the course. Students are expected to be prepared for the same. **You will NOT have Re-test if you miss one**, except for exceptional cases (Facilitator's discretion)
- You are required to behave with **academic honesty** (Avoid Plagiarism, data fabrication, copying from others' work.)
- **Lack of planning on your part does not constitute an emergency on my part®...**
The facilitator is not responsible if you lose the marks because of late submission.

All the Best