**CONSUMER BEHAVIOUR**

***Program in which it is offered: Ph D (CKS School)***

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| Course Category: ……. Schedule of Offering: Semester II  Course Credit Structure: 4 Course Code: ….  Lecture: …  Instructors: Dr. Manjula R Iyer &  Dr. M Satheesh |

**Introduction**

With the belief that the customer is the king, each and every company is willing to go to depths and cross lines every day so that they can be that one brand that customers look for. Satisfying the consumers in each of this aspect is not an easy task. This course examines the meaning and basics of consumer behaviour, influence of culture on consumer behaviour, personality and self-concept and social influences on buyer behavior. The course, from research perspective also examines the Consumer Behaviour research in action. By the end of this course, the student should come up with his proposed research model with key arguments, critiques, and procedural tools used to advance his research area. Student evaluation will be based on class attendance and participation, assignments, research paper presentations and an end semester examination.

**Course Objectives**

After completing the course, the student will be able to:

1. Develop a core and advanced competency in the area of Consumer Behaviour.
2. Describe how this knowledge can be used by marketers.
3. Frame the research questions for the PhD research with a broad as well as specific understanding of his/her research topic.
4. Prepare and elucidate on the research designs and conceptual framework of the research question.
5. Understand the process of writing research report/thesis.

**Pre-requisites**

Should be a candidate for PhD in School of Contemporary Knowledge System at Chinmaya Vishwa Vidyapeeth.

**Readings**

**Text Book**

* Schiffman, L., Kanuk, L., & Ramesh Kumar, S (2014), *Consumer Behaviour,* 11th Edition, Pearson Education, India
* Edward F. McQuarrie (2015), The Market research – tool box, SAGE Publications, Inc; Fourth edition

**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

**Reference Journals**

* Journal of Consumer Behaviour
* Journal of Consumer Research
* Journal of Consumer Psychology
* Journal of Marketing Research
* Journal of Marketing
* Journal of Business Research
* Consumer Behaviour Research

**Module-wise topics**

**Module-I: (9 Hours)**

THE FOUNDATIONS OF CONSUMER BEHAVIOUR

Meaning, Personal and Organisational consumers, Consumer’s buying behaviour, model of Consumer decision making, influence of culture on consumer behaviour, 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-Implication of these concepts in Telecom Industry

**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- Implication of these concepts in Telecom Industry. Point out relevant reviews, books and monographs.

**Module-III: (9 Hours)**

SOCIAL INFLUENCES ON BUYER BEHAVIOR & 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- Implication of these concepts in Telecom Industry.

**Module-IV: (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- Implication of these concepts in Telecom Industry.

**Module-V: (9 Hours)**

CONSUMER BEHAVIOR RESEARCH IN ACTION

Disruptions in Indian Telecom Sector – The Effect on the Telecom Industry by the behaviour of consumers in the recent past- Highlight research studies relating to this - The Effect on the Telecom Industry and Consumers after the Introduction of Reliance Jio - Chapter scheme of research report proposed – process of writing research report.

**Pedagogy**

Teaching methods for PhD students are by nature proactive in involvement. The methods will be discussion and assignment based.

**Evaluation Pattern**

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| Components | Weightage (%) |
| Participation and Attendance | 5 |
| Assignments/Term Paper | 30 |
| Individual student presentation | 25 |
| End semester exam | 40 |
| Total | **100** |