

3.4.2 CONSUMER BEHAVIOUR

1. GENERAL INFORMATION

No. of Credits per	4
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No. of Hours per	4
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2. PERSPECTIVE OF THE COURSE

Consumers collectively influence economic and social conditions within an entire society. In market systems based on individual choice, consumers strongly influence what will be produced, for whom it will be produced, and what resources will be used to produce it. Consumer Behavior is the study of individuals, groups or organizations and the processes they use to select, secure, use and dispose of products, services, experiences or ideas to satisfy needs. Essentially, consumer behavior deals with how frequently a person or organization may purchase an item from a company. It closely relates to elements of customer services--such as problem resolution and overall satisfaction--and to marketing strategies such as pricing, promotion and product placement. This course covers the theoretical frameworks and applications based on the understanding of consumer behavior for marketing success and aims at understanding various factors shaping consumer choice.

3. COURSE OBJECTIVES AND OUTCOMES

OBJECTIVES

- To gain clear understanding of the factors that shape consumer behavior
- To understand various theoretical models of consumer behavior.
- To gain a perspective on consumer behaviour research and some important tools and techniques used.

OUTCOMES

- At the end of this course, students will be able to appreciate the importance of understanding consumer behaviour for marketing success, understand the various factors shaping consumer behaviour and choice, be able to conduct exploratory research in consumer behavior and be able to use understanding of consumer behaviour in making marketing plans

4. COURSE CONTENT AND STRUCTURE

1	MODULE 1:	8 HOURS
	Introduction: The Scope and importance of consumer behaviour, Concept, diversity of consumer behavior, Characteristics of Indian Consumers. Individual determinants of Consumer Behaviour, Motivation, Personality and Self Concept, Consumer Perception, Consumer Learning, Consumer Attitude Formation and Change.	
2	MODULE 2:	10 HOURS
	Influences on the Consumer: Consumer needs, motives - positive and negative motivation - rational versus emotional motives. Consumer relevant reference groups - opinion leaders - family decision making and consumption related roles - family life cycle - social class and consumer behaviour - influence of culture on consumer behaviour- cross cultural context. Diffusion of innovations: the diffusion and adoption process - consumer innovativeness and personality traits.	
3	MODULE 3:	8 HOURS
	Consumer decision making: Models of consumer decision making - Engle-Kollatt Blackwell model, Howard-Sheth Model, Bettman's Model, HCB Model. Concept of involvement, extensive/limited problem solving – routinized responsive behavior.	
4	MODULE 4:	8 HOURS
	Post purchase behavior: Consumer satisfaction concept & Models - Expectancy Disconfirmation, Desires Congruency Model, Equity Theory, Attribution Theory, Cognitive dissonance, Consumer delight, consumer complaint behavior.	
5	MODULE 5:	12 HOURS
	Consumerism: Evolution of consumer society. Definition of consumerism, buyers & sellers rights, effects of consumerism. Organizational Buying: Concept & comparison with Consumer buying, Economic Influence; Political Influence; Legal Influence; Supplier's Influence; Technology Influence; Customer Influence; Government Influence; Labour Influence, Analyzing Buyers' strengths & Negotiation Capabilities.	

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MODULE 6:

10 HOURS

Organizational Influences on Buying Behavior: Buying Roles; Market Response: The Buy Grid Model; The Organizational Buying Decision Process; Buying Tasks; Interpersonal Influencing in Organizational Buying.

5. PEDAGOGY

- a) Class teaching will be supplemented with case study dimension, field trips and live projects in industry are recommended.
- b) Activities: Conduct a Focus group in the classroom and ask students to record their findings, Conduct a pilot survey to understand perceptions, Make a structured observation sheet and do an observational study in a retail space

6. TEACHING/LEARNING RESOURCES

ESSENTIAL READINGS

1. DebrajDatta and MahuaDatta, "Consumer behaviour and Advertising Management", Vrinda Publication Pvt Ltd, 1st Edition, 2011
2. S.Sumathi and P. Saravanavel, "Marketing Research and Consumer Behaviour", Vikas Publishing House Pvt Ltd. 1st Edition, 2003
3. Leon Schiffman and Lazar Kanuk Consumer behaviour, Pretice Hall, 10th Edition, 2009
4. Paco Underhill, " Why we buy: The science of shopping", Simon and Schuster , Updated and revised edition, 2008

REFERENCES

1. Rama Bijapurkar, "We are like that only", Penguin India, 2013
2. Roger D Blackwell, Paul W Miniard, James F Angel, Consumer Behavior, South Western College Publication, 10 Edition, 2005
3. Damodar Mall , Supermarketwala: Secrets to Winning Consumer India,Random House, 2014
4. DhirajSinha , Consumer India: Inside the mind and wallet , John Wiley & Sons, 2011
5. S.L.Rao , Indian Market Demographics : The Consumer Classes", Global Business Press, 1st Edition,1996
6. R.Woodruff and S.F.Gardial, Know Your Customer, New Approaches to

Understanding Customer Value Satisfaction , Cambridge, MA Blackwell, 1996

7. Robert R Reeder, Esward G Brierty, Betty H Reeder, "Industrial Marketing – Analysis, Planning and Control" , Prentice Hall College Division, 2 Sub Edition, 1991

JOURNALS:

1. Journal of Consumer Behaviour
2. Journal of Consumer Research

WEB RESOURCES:

1. www.consumerpsychologist.com
2. www.marketingweek.com
3. www.mrcb.ie.edu
4. www.websitemagazine.com