Course Code	MB18MM01	Course Name	CONSUMER BEHAVIOUR	Course Category	Elective Course	L	T	P	C
						2	0	0	2

Pre-requisite Courses	Nil	Co-requisite Courses		Progressive Courses	
Course Offering Department		MBA	Data Book / Codes/Standards		

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning			Program Learning Outcomes (PLO)					
CLR-1 :	An essential component of marketing is consumer insight – both the obvious needs and wants that are on the surface of conscious thought, but also the deeper, possibly unconscious motives that drive human behavior at an implicit level.	1	2	3	1	2	3	4	5	6
CLR-2 :	Psychological science has produced numerous theoretical and technological advances in recent years that offer unprecedented access to the inner workings of the mind, and allow for new ways to assess opinion, test new products, evaluate packaging, predict emerging needs, design promotion and advertising executions, and map out overall marketing strategy.									
CLR-3 :	This course gives an overview of psychological knowledge as it pertains to capturing consumer insight, and includes a consideration of how the brain works, what factors influence consumer choice, and a critical evaluation of psychological assessment tools (including such diverse methods as online surveys, brain imaging, computerized reaction time assessment, and eye-tracking).									
CLR-4 :	The course also reviews a range of "levers" that can influence purchase behavior in unexpected ways and at efficient cost. The course is organized around a model of human cognition rooted to sequential mental processing steps (e.g., awareness, interpretation, attitude, etc.) that intervene between the marketing mix (input) and purchase behavior (output).									
CLR-5 :	Armed with this conceptual framework, the course covers the major topics of consumer behavior, including attitudes, impulsive vs. deliberative purchase, psychographic profiling and assessment, brand loyalty, experiential marketing, self and identity, and product satisfaction. The course uses a mix of large cases, mini-cases, and lectures to advance these concepts.									

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	PO1- Introduction to the study of Consumer Behaviour:	PO2 - Individual Influences on Consumer Behaviour	PO3 - Consumer Influence and Diffusion of Innovations	PO4 – Decision making process	PO5 – Consumer Behaviour in the network era	PO6 – Alternative views on Consumer behaviour
CLO-1	To develop the skills to map the consumer 's mind set	1	60	50	M	H	H	M	L	M
CLO-2	To expose to emerging issues in buying behavior	1	50	70	L	H	L	L	M	M
CLO-3	To acquire an understanding of the psychological processes that underlie the effectiveness of marketing strategy in terms of impact on consumer behavior	2	80	75	M	H	L	L	M	M
CLO-4	To acquire a knowledge base that enables critical assessment of current and future metrics, research technologies, and research data output	2	80	70	M	H	M	L	M	M
CLO-5	To acquire a "toolbox" of psychological principles applicable to marketing strategy	3	90	80	M	H	H	L	M	M

On completion of this course the students should be in a position to exhibit the following learning skills:

Duration (hour) / Unit		6 /1	6/2	6/3	6/4	6/5
S-1	SLO-1	Market Opportunity Identification	Perception- Basics of Perception & Marketing implications	Decision Making	Culture and Consumer Behaviour	Alternative views on Consumer Behaviour
	SLO-2	Analysis	Perceived Risk, Types of risk, How consumers' handle risk.	Consumer decision-making process: Routinised response, limited and extensive problem-solving behavior	Cultural factors affecting the consumer behaviour	Evaluation criteria on consumer behaviour
S-2	SLO-1	Evaluation	Learning	Howard-Sheth, Engell, Kollat-blackwell models of consumer decision-making.	Consumer Behaviour in the networked era	Product choices of consumer behaviour
	SLO-2	methods of evaluation	Motivation - Basics of Motivation, Needs, Goals, Positive & Negative Motivation	Nicosia models of consumer decision-making.	Online buyer behaviour	Marketing Ethics and Consumer Behaviour
S-3	SLO-1	factors influencing consumer behaviour	Motivation Theories and Marketing Strategy - Maslow's Hierarchy of Needs, McGuire's Psychological Motives	Consumer gifting behavior. Relationship marketing	Social media application in buyer behaviour	Fundamental issues in the ethics of marketing
	SLO-2	Culture, Sub-Culture, Social Class.	values	Buying and Disposing	E mail Marketing	Framework of analysis for marketing: Possible frameworks
S-4	SLO-1	Reference Group. Family	Personality	Groups and Consumer Behaviour	global culture	Power based analysis
	SLO-2	Roles and Statuses.	Basics of Personality, Theories of Personality and Marketing Strategy. Applications of Personality concepts in	Influence of reference groups – Friendship, Work, Celebrity and family. Impact of social class, culture,	Importance of Global culture	Specific issues in marketing ethics

			Marketing, Personality and understanding consumer diversity. Self and Self-Image.	subculture and cross-cultural factors on consumer behavior. The process of opinion leadership and motivation behind opinion leadership		
S-5	SLO-1	market segmentation	Attitudes - Basics of attitude, the nature of attitude, Models of Attitude and Marketing Implication	Organizational Consumer Behaviour	cross cultural marketing strategy	Consumer Protection
	SLO-2	Demographic, geographic	Persuasion - Communications strategy, Target Audience, Media Strategy, Message strategies, Message structure and presentation.	Institutional Consumer Behaviour	The importance of cross-cultural marketing strategy	consumer protection and regulations of markets in India.
S-6	SLO-1	Psychographic	self-concept	modern marketing decisions	changes in cultural values	Importance of consumer protection act
	SLO-2	Behavioral segmentations.	life style	Implications of modern marketing decisions	Culture shift	Meaning and key features of consumer protection act

Learning Resources	1. Hawkins 'Consumer Behaviour– Building Marketing Strategy', 11th Edition, Tata McGraw Hill Pvt. Ltd. 2011. 2. Michael Solomon 'Consumer Behaviour', 9th Edition, PHI Learning Private Ltd. 3. LeonG.Schiffmanand LeslieLasarKanuk,ConsumerBehaviour, 10 Edition, PearsonEducation, India,2012. 4. DavidL.LoudonandAlbertJDellaBitta, 'Consumer Behavior', McGraw Hill,NewDelhi 2010. 1.

Learning Assessment

| | Bloom's Level of Thinking | Continuous Learning Assessment (50% weightage) | | | | | | | | Final Examination (50% weightage) | |
| | | CLA – 1 (10%) | | CLA – 2 (15%) | | CLA – 3 (15%) | | CLA – 4 (10%) | | | |
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember Understand	15	15	20	20	15	15	15	15	15	15
Level 2	Apply Analyze	20	20	15	15	15	15	20	20	20	20
Level 3	Evaluate Create	15	15	15	15	20	20	15	15	15	15
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conference Paper, etc.

Course Designers

Experts from Industry	Experts from Higher Technical Institutions	Internal Experts