

Name of College: S. R. Luthra Institute of Management								
Faculty	Management			Program	Master of Business Administration (M.B.A.)			
Year	II			Version	1.0			
Semester	3			Effective From	June 2024			
Course Code	MGMB13301	Course Name	Consumer Behaviour (CB)					
Teaching Scheme					Examination Scheme			
Credits	Lecture (L)	Tutorial (T)	Practical (P)	ME	CE	SE	V	Total
4	4	0	0	30	40	50	---	120

Course Outcomes:

CO1	Explain specific consumer behaviour using relevant consumer behaviour theories.
CO2	Relate internal dynamics such as personality, perception, learning, motivation and attitude to the behaviours exhibited by consumers.
CO3	Examine the influence of culture, sub-culture, social class, References: groups and family on consumer behaviour.
CO4	Select appropriate research approaches including sampling, data collection and questionnaire design for deducing specific consumer behaviours.
CO5	Assess the consumer decision making process.
CO6	Defend ethically sound and socially considerate decisions while formulating marketing strategies based on assessing consumer behaviours.

Mapping Course Outcomes to Program Outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	1	1	1	1	3
CO2	3	3	1	1	1	3
CO3	3	3	1	1	1	3
CO4	2	3	-	-	-	1
CO5	3	2	-	2	-	3
CO6	1	1	3	3	3	1

Sr. No	Module	Description	CO	Marks	Hours
1	I	Understanding the Consumer: <ul style="list-style-type: none"> • What does it mean to consume? • Consumer Behaviour and the Marketing Concept • Key Determinants of Consumer Behaviour and Marketing Strategy <ul style="list-style-type: none"> ○ Consumer involvement, Levels of consumer decision making, types of consumers • Researching Consumer Behaviour <ul style="list-style-type: none"> ○ Applications of Qualitative and quantitative research 	1, 4, 6	10	10
2	II	Consumer as an Individual – I: <ul style="list-style-type: none"> • Consumer Motivation <ul style="list-style-type: none"> ○ Motivation strength, direction, conflicts ○ Marketing applications of Murray's, Maslow's and Trio of Needs theories ○ Research: Measurement of Motives • Consumer Perception <ul style="list-style-type: none"> ○ Elements of Perception ○ Stages of perception <ul style="list-style-type: none"> ▪ Exposure, subliminal perception ▪ Attention ▪ Interpretation ▪ Organization ○ Applications of Perception in marketing – positioning, pricing, Perceived risk ○ Research: Perceptual positioning • Self: mind, gender and body <ul style="list-style-type: none"> ○ Self-concept and self-image • Personality, lifestyles and values <ul style="list-style-type: none"> ○ Freudian, Neo-Freudian, Trait theories ○ Lifestyles and consumer identity ○ Psychographics Research: Brand personality	1, 2, 4	13	10
3	III	Consumer as an Individual – II: <ul style="list-style-type: none"> • Consumer Learning and Memory <ul style="list-style-type: none"> ○ Behavioural learning theories <ul style="list-style-type: none"> ▪ Classical conditioning, Gamification and instrumental conditioning, Observational learning ○ Cognitive learning <ul style="list-style-type: none"> ▪ Memory <ul style="list-style-type: none"> • Encoding and decoding information • Storage and retrieval • Consumer Attitude Formation <ul style="list-style-type: none"> ○ Attitude models – tri component, multi-attribute, attitude towards the ad • Attitude Change <ul style="list-style-type: none"> ○ Strategies of attitude change ○ Research: Measurement of Attitude 	1, 2, 4	13	10

4	IV	Socio-Cultural settings and Consumer Behaviour: <ul style="list-style-type: none"> • References: groups and conformity, Word of mouth, opinion leadership • The Family <ul style="list-style-type: none"> ○ Role of family in consumer socialization ○ Family structure • Social Class <ul style="list-style-type: none"> ○ Income and consumer spending patterns, social class and status symbols, SEC • Influence of Culture on Consumer Behaviour <ul style="list-style-type: none"> ○ Cultural systems, characteristics of culture ○ Symbolic consumption ○ Research: Measuring materialism 	1, 3, 5, 6	14	10
		<ul style="list-style-type: none"> • Subcultures and consumer identities <ul style="list-style-type: none"> ○ Subcultural stereotypes, Religious subcultures ○ Place based subcultures • Cross-cultural Consumer Behaviour Consumer Decision Making: <ul style="list-style-type: none"> • Diffusion of Innovation <ul style="list-style-type: none"> ○ Deciding to adopt an innovation ○ Behavioural demands of innovation ○ Factors determining diffusion of an innovation • Consumer Decision Making • CBB model- Howard Sheth Model • Consumerism • Brief overview of Neuro-marketing 			

References:

Books:	
1.	Schiffman, L. G., Wisenblit J., & Kumar S. R. (2016). <i>Consumer Behaviour</i> . Pearson Education.
2.	Solomon M. R. & Panda T. K. (2017). <i>Consumer Behaviour, Buying, Having, and Being</i> . Pearson Education.
3.	Nair S. (2015). <i>Consumer Behaviour In Indian Perspective : Text And Cases</i> . Himalaya Publication.
4.	Kumar S. R. (2017). <i>Consumer Behaviour: The Indian Context (Concepts and Cases)</i> . Pearson Education.
5.	Loudon D. & Bitta A. J. (). <i>Consumer Behaviour: Concepts and Applications</i> . McGraw Hill.
6.	Ramanuj M. (). <i>Consumer Behavior: Insights from Indian Market</i> . PHI.
Newspapers / Magazines / Journals:	
1.	Brand Equity
2.	www.afaqs.com
3.	Journal of Consumer Behaviour
4.	Indian Journal of Marketing
5.	www.consumerpsychologist.com
6.	www.marketingweek.com
7.	nptel.ac.in/downloads/110105029/http://www.brunel.ac.uk/~bustbdm/1_lecture_notes/marketing/LEC-07%20Consumr%20Behaviour.doc