

## **DISCIPLINE SPECIFIC ELECTIVE COURSE**

### **DSE II- MARKETING**

#### **DSE II: MDM 503: CONSUMER BEHAVIOR**

##### **Course Objective:**

Marketing managers need knowledge of consumer behaviour in order to develop, evaluate, and implement effective marketing strategies. The focus of this course will be on the theoretical concepts of consumer behaviour and the application of these concepts in marketing strategy and decision making

##### **Learning Outcomes:**

- Understanding concepts and theories of consumer behaviour.
- To interpret psychological and environmental influences that are relevant for understanding consumer behaviour.
- To apply important concepts and theories in developing viable marketing strategies.
- Be able to develop and categorize appropriate marketing strategies for different segments of consumers

##### **Course Contents:**

###### **Unit I**

**(2 Weeks)**

###### **Introduction to Consumer Behaviour:**

Nature, scope & application; Importance of consumer behaviour in marketing decisions; characteristics of consumer behaviour; role of consumer research; consumer behaviour-interdisciplinary approach; Introduction to Industrial Buying Behaviour; Market Segmentation, VALS 2 segmentation profile.

###### **References:**

[1] Chapter 1 (page 7-21)

[2] Chapter 2 (page 26-44)

###### **Unit II**

**(5 Weeks)**

###### **Internal Influences on Consumer Behaviour:**

Consumer Needs & Motivation: Characteristics of motivation, arousal of motives; theories of needs & motivation-Maslow's hierarchy of needs, McClelland's APA theory, Murray's list of

## CONSUMER BEHAVIOR

psychogenic needs, Bayton's classification of motives; self-concept & its importance; types of involvement.

Consumer Personality- theories of personality- Freudian theory, Jungian theory, Neo-Freudian theory, Trait theory; Theory of self-images; Role of self-consciousness.

Consumer Perception: Concept of absolute threshold limit, differential threshold limit & subliminal perception; Perceptual Process- selection, organization & interpretation.

Learning & Consumer Involvement: learning theories- classical conditioning, instrumental conditioning, cognitive learning; involvement theory.

Consumer Attitudes: Formation of attitudes; functions performed by attitudes; models of attitudes: Tri-component model, multi-attribute model, attitude towards advertisement model; attribution theory.

### **References:**

Chapter 3 (page 58-94)

Chapter 4 (page 98-121)

Chapter 5 (page 138-163)

Chapter 6 (page 168-197)

### **Unit III**

**(3 Weeks)**

#### **External Influences on Consumer Behaviour:**

Group Dynamics & consumer reference groups: Different types of reference groups; factors affecting reference group influence; reference group influence on products & brands; application of reference groups.

Family & Consumer Behaviour: Consumer socialisation process; consumer roles within a family; purchase influences and role played by children; family life cycle.

Social Class & Consumer behaviour: Determinants of social class; characteristics of social class.

Culture & Consumer Behaviour: Characteristics of culture; core values held by society & their influence on consumer behaviour; introduction to sub-cultural & cross-cultural influences.

Opinion Leadership Process: Characteristics & needs of opinion leaders & opinion receivers; interpersonal flow of communication.

### **References:**

Chapter 9 (page 250-272)

## CONSUMER BEHAVIOR

Chapter 10 (page 278-311)

Chapter 11 (page 314-323, 326-336)

Chapter 12 (page 340-353)

### Unit IV

(2 Weeks)

#### Consumer Decision Making:

Diffusion of Innovation: Definition of innovation; product characteristics influencing diffusion; resistance to innovation; adoption process.

Consumer Decision making process: problem recognition; pre-purchase search influences; information evaluation; purchase decision- compensatory decision rule, conjunctive decision, rule, Lexicographic rule, affect referral, disjunctive rule; post-purchase evaluation; Situational Influences

#### References:

Chapter 13 (page 366-390)

#### Textbooks:

1. Schiffman L. G., Wisenblit J. and Kumar S.R. Consumer Behaviour. Pearson Education India.
2. Blackwell, R.D., Miniard, P.W., & Engel, J. F. Consumer Behaviour. Cengage India Private Limited.

**Note: Latest edition of text book will be used**

#### Teaching Learning Process:

The teaching pedagogy is student/learner centric with a focus on developing application to real world situations by using case studies, field based learning and projects, class presentations. Cases & application to marketing will be taught with respect to each topic. Students will be encouraged to acquire knowledge through a combination of lectures, tutorials supported by textbooks and e learning resources.

#### Assessment Methods:

A variety of assessment methods will be used. To facilitate continuous evaluation a combination of: time-constrained examinations; closed-book and open-book tests; problem

## CONSUMER BEHAVIOR

based assignments; individual/ group project reports; presentations and any other pedagogic approaches as per the context and relevancy to the course.

Internal evaluation will be of 25 (including 5 marks for attendance)

End term examination of 75 marks

### **Keywords:**

Consumer motivation, perception, attitude, learning, personality, reference group, family, social class, culture, innovation, decision making, cognitive dissonance, post purchase behaviour