

Course code	Course Title	L	T	P	C
BMGT105L	Consumer Behavior	3	0	0	3
Pre-requisite	NIL	Syllabus version			
		1.0			
Course Objectives					
1. To learn the dynamics of consumer behavior and market.					
2. To critically evaluate various factors influencing the buying behavior of individuals.					
3. To execute consumer research survey based on the given problem.					
Course Outcomes					
At the end of the course, the students will be able to					
1. Appraise the basics of consumer behavior and consumer decision making process.					
2. Analyze psychological and personal factors that influence consumer behavior.					
3. Evaluate social, cultural, and digital influence on consumer behavior.					
4. Associate various theories of consumer behavior in consumer decision making process.					
5. Comprehend the significance of marketing and consumer ethics.					
6. Apply consumer research process for a given problem.					
Module:1					
Consumer Behavior - Basics		5 hours			
Evolution of consumer behavior, dynamism in consumer behavior, consumer behavior and technology, market segmentation, targeting, and positioning, customer value, satisfaction, and retention, effects of marketing mix on consumer behavior, consumer decision making and integration of various disciplines, and consumer decision making process.					
Module:2		Psychological Influence - Perception and Learning			6 hours
Meaning of perception, components of perception, perception process, theories of perception, perception level, challenges in formulating consumer perception, perception and semiotics, perception and positioning, perceived quality and perceived risk, meaning of learning, elements of learning, categories of learned behavior, dimensions of learning, theories of learning, and learning and memory.					
Module:3		Psychological Influence - Motivation, Beliefs, and Attitude			6 hours
Types of motives, drivers of motivation, categories and theories of motivation, consumers' emotions, motivation and decision making, types of beliefs and consumer behavior, elements and characteristics of attitude, attitude formation, tri-component model of attitude, multi-attribute models, cognitive dissonance, and conflict resolution.					
Module:4		Personal, Social, and Cultural Influence			9 hours
Understanding personality, elements of personality, personality theory, self-concept, personality traits, anthromorphism, elements and categories of lifestyle, values and lifestyle, approaches to marketing strategies based on personality and lifestyle, types of reference groups, role of reference groups, impact of reference groups on marketing strategies, family and consumer behavior, family structure, family life cycle, cultural influence on consumer behavior, cultural theories, Indian culture and socialization, and effect of cross-cultures on consumer behavior.					
Module:5		Digital and Social Media Influence			6 hours
Media integration and consumer behavior, theoretical frameworks - TRA and UG, consumer behavior on digital platforms, blogs and consumer behavior, virtual and brand communities influence on consumer behavior, usage of mobile and its influence on consumer behavior, virtual shopping and its influence on consumer behavior, luxury and consumer behavior, and changing tri-component model of attitude.					
Module:6		Information Processing and Decision Making			6 hours
Understanding information processing, information processing theories, information processing and persuasive communication, information processing and memory, methods of					

information processing, information retrieval, levels of decision making, decision making methods, and consumer decision making models.			
Module:7	Marketing Ethics and Consumer Behavior Research		5 hours
Socially responsible marketing, consumers' privacy, misleading labels, camouflaged advertising, consumer ethics, and consumer research and process.			
Module:8	Contemporary Topics		2 hours
	Total Lecture Hours:		45 hours
Text Book(s)			
1.	Schiffman Leon G., Wisenblit Joe, Kumar S. Ramesh, <i>Consumer Behavior</i> , 2018, 12 th Edition, Pearson Education, India		
2.	Jain, Varsha, and Jagdish Sheth. <i>Consumer Behavior: A digital Native</i> , 2019, 1 st Edition, Pearson Education, India		
Reference Books			
1.	David L Mothersbaugh, Del I. Hawkins, Amit Mookerjee, <i>Consumer Behavior: Building Marketing Strategy</i> , 2019, 13 th Edition, McGraw-Hill, India		
2.	Hoyer, Wayne D., Deborah J. MacInnis, and Rik Pieters, <i>Consumer Behavior</i> , 2016, 7 th Edition, Cengage Learning, USA		
3.	Marieke de Mooij, <i>Consumer Behaviour and Culture: Consequences for Global Marketing and Advertising</i> , 2019, 3 rd Edition, SAGE, USA		
Mode of Evaluation: CAT, Written Assignment, Quiz, and FAT			
Recommended by Board of Studies		27-05-2022	
Approved by Academic Council		No. 66	Date 16-06-2022