

**Maulana Abul Kalam Azad University of Technology, WB**  
**(Formerly known as West Bengal University of Technology)**

**Course Name: Consumer Behaviour**  
**MIM 701A**

**Mode: Offline**

**Credits: 4**

**Aim of the Course:**

The aim of the course is to empower students with the essential skills and knowledge to effectively identify, assess, and seize business opportunities in various markets. The course focuses on equipping students with the ability to recognize emerging trends, conduct thorough market research, and evaluate the feasibility of potential business ideas. It also emphasizes the importance of innovation, adaptability, and strategic planning in transforming opportunities into successful and sustainable business ventures.

**Course Objectives:** The course objectives are to equip students with the skills and knowledge to identify and evaluate potential business opportunities across different markets. Students will learn to conduct in-depth market research, assess the feasibility and financial viability of business ideas, and understand the role of innovation in opportunity exploration. The course also aims to develop students' ability to adapt to changing market conditions and apply various business models to capitalize on opportunities. By the end of the course, students will be prepared to strategically pursue and manage business opportunities, ensuring their ventures are competitive and sustainable.

**Course Outcomes:**

CO1 Discuss the rationale for studying consumer behavior.

CO2 Identify and explain factors which influence consumer behavior inclusive of society and culture.

CO3 Demonstrate how knowledge of consumer behavior can be applied to marketing.

CO4 To understand human Psychology associated with consumers while purchasing.

CO5 Develop communication skills associated with consumer behaviour and related models.

CO6 Demonstrate the capability to work both independently and in a team environment employing inquiry processes to solve the problems related to marketing.

SL.	COURSE CONTENT	Mapped Module	Hours allotted
CO1	<b>INTRODUCTION TO CONSUMER BEHAVIOUR:</b> Evolution of consumer behavior, understanding consumers and market segments, consumer behavior and marketing strategy, psychographic dimensions, consumer motivation, perception, personality, information processing, attitude formation and attitude change. Scope and their applications. Information search Process, Evaluative Criteria and Decision Rules, Building Customer satisfaction. 7 Os of consumer behaviour,	M1	8
CO2	<b>Factors affecting Consumer Behaviour</b> Factors influencing Consumer Behaviour– External Influences – Culture, Sub Culture, Social Class, Reference Groups, Family, Internal Influences– Needs & Motivations, Perception, Personality, Lifestyle, Values, Learning,	M2	2

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	Memory, Beliefs & Attitudes.		
CO3	<p><b>SOCIAL AND CULTURAL ENVIRONMENT:</b> Economic, demographic, cross cultural and socio-cultural influences, Cultural relevance to marketing decisions, Characteristics of culture, Cultural Values, Cultural Changes, Cross cultural understandings social stratification, reference groups and family influences, personal influence. Family: Role &amp; Structure, Family Life Cycle, Purchasing decisions, changing role of families. Role of Reference group, types of reference group.</p>	M3	6
CO4	<p><b>Consumers' Need, Motivation, Personality, Perception and Learning</b></p> <p><b>Motivation</b>– Needs, Goals, Motive arousal,</p> <ul style="list-style-type: none"> <li>• Maslow Hierarchy of needs,</li> <li>• Alderfer's ERG Theory,</li> <li>• Herzberg motivation- Hygiene Theory,</li> <li>• McClelland's Achievement Theory</li> <li>• McGregor's Theory X and Y,</li> <li>• Vroom's Expectancy Theory.</li> <li>• Porter's Expectancy Theory,</li> <li>• Freud's Theory of Motivation ,</li> </ul> <p><b>Personality</b> – meaning and concept of Personality, determinant of Personality, theory of personality- Self-concept theory, Psychoanalytic Theory, Neo-Freudian Theory, Trait Theory, humanistic theory, social-cognitive theory. Measurement of personality, development of personality.</p> <p><b>Perception:</b>  <b>Definition and Importance:</b>          Defining perception, its nature, and its significance in consumer behavior.</p> <ul style="list-style-type: none"> <li>• <b>Th Perceptual Process:</b>              Exploring the stages of perception, including exposure, attention, organization, interpretation, and retention.             <ul style="list-style-type: none"> <li>• Elements of Perception:                  Examining factors like sensation, threshold, and perceptual biases.</li> <li>• Sensory Dynamics:                  Understanding how different senses (sight, sound, touch, smell, taste) influence consumer perception.</li> <li>• Barriers to Accurate Perception:                  Identifying factors that can distort or limit perception, such as selective attention and perceptual defense.</li> </ul> </li> <li>• <b>Perception and Consumer Decision-Making:</b></li> <li>• Perception of Products and Brands: How consumers perceive products, brands, and their attributes.</li> <li>• Perception of Price: How consumers perceive value and make price-related decisions.</li> <li>• Perception of Risk: Understanding how consumers perceive risk and how it impacts their purchase decisions.</li> <li>• Perception and Advertising: How advertising messages are perceived and their impact on consumer attitudes and behaviors.</li> </ul>	M4	12

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	<ul style="list-style-type: none"> <li>• Perceptual Mapping: Using perceptual maps to visualize consumer perceptions of different brands and products.</li> <li>• Subliminal Perception: Exploring the concept of subliminal messages and their potential influence on consumer behavior.</li> <li>• Consumer Imagery: Understanding how consumers form mental images of products and brands.</li> </ul> <p><b>Learning:</b> Meaning, Definition, Concept. Relationship with Consumer Behaviour</p> <p>Theories of Learning:</p> <p>A) BEHAVIORAL LEARNING THEORY</p> <ol style="list-style-type: none"> <li>1. Theory of CLASSICAL CONDITIONING (Stimulus-Response)</li> <li>2. Cognitive Associative Learning (Memory/Trial-Error based) :</li> <li>3. Operant or Instrumental Conditioning (<b>Result/Reinforcement based</b>)</li> <li>4. Social Learning Theory</li> </ol> <p>B) Cognitive theories:</p> <ol style="list-style-type: none"> <li>1. social cognitive theory,</li> <li>2. cognitive behavioral theory,</li> <li>3. and constructivism</li> </ol>		
CO5	<p><b>Consumer Decision Making Process</b></p> <p>Types of consumer decisions, Consumer Decision Making Process - Problem Recognition - Information Search - Alternative Evaluation –Purchase Selection – Post purchase Evaluation, Buying pattern in the new digital era. Four views of Consumer decision rules: Economic man, Passive man, Emotional man, Cognitive man. Models of Consumer Decision making, Nicosia Model.</p>		6
CO6	<p><b>Marketing Communications, Decision Making Models, Consumer Rights</b></p> <p>Marketing Communication Process, Types of Communication systems – Interpersonal, Impersonal, Persuasive Communication, Consumer Decision Making Models – Black Box Model - Economic model - Howard model, Howard- Sheth model, EKB model, Webster and wind model and Sheth industrial buyer behavior model., Consumer Protection Act 1986, rights of consumers.</p>		6

**Readings:**

1. Consumer Behaviour – Anis Chattopadhyay- Taurean Publications
2. Consumer Behavior,. by Kumar Leon G., Schiffman;Joe, Wisenblit;S. Ramesh - Pearson Education India.
3. Consumer Behavior- by Schiffman - Pearson Education India.

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<b>Module Number</b>	<b>Content</b>	<b>Total Hours</b>	<b>% of questions</b>	<b>Bloom Level (applicable)</b>	<b>Remarks, if any</b>
M1	<b>INTRODUCTION TO CONSUMER BEHAVIOUR</b>	8	10%	1,2	NA
M2	<b>Factors affecting Consumer Behaviour</b>	2	10%	1,2,3	NA
M3	<b>SOCIAL AND CULTURAL ENVIRONMENT</b>	6	20%	1,2,3	NA
M4	<b>Consumers' Need, Motivation, Personality, Perception and Learning</b>	12	20%	2,3	NA
M5	<b>Consumer Decision Making Process</b>	6	20%	2,3	NA
M6	<b>Marketing Communications, Decision Making Models, Consumer Rights</b>	6	20%	1,2,3	NA
TOTAL THEORY		40	100%		
TUTORIAL		8			