



**Birla Institute of Technology & Science, Pilani**

**02.08.2016**

**First Semester 2016-17**

**Course Handout**

**Course No. : MBA G542**

**Course Title: Consumer Behavior**

**Instructor: ARUN KUMAR**

**Course Description:**

Introduction to consumer behavior, Meaning and scope, Consumer Research Process, Market Segmentation and Strategic Targeting, Influencers of Consumer Behavior (Internal and External), Consumer Decision Making, Consumer behavior and marketing strategy, Customer relationship management, Ethical issues and social responsibility, Special Topics in consumer behavior

**Scope and Objectives:**

This course has been designed to develop an understanding about the importance of consumer behavior and how it can be tackled using customer centric strategies.

1. To assist in recognizing the value of consumer behavior and describe how appropriate strategies must be formulated
2. To give an insight about customer relationship management strategies to win customers.
3. To give an overview of new IT tools & techniques as these are used to analyze consumer behavior and focuses on exploring effective and efficient marketing strategies.

This course aims at providing an overview of consumer behavior, research process and strategic implications for the marketers. A primary goal of this course is to provide a thorough understanding of the consumer and his decision-making process that strategically influences overall stakeholders of a business organization. This requires professional and practical knowledge about consumer behavior, its types and relational aspects. The orientation is toward the kinds of relationship strategies that marketers must practice within the modern business environment.

**Key objectives:**

1. To understand the fundamental consumer behavior concepts and the processes that influences the same.
2. To understand the role of consumer within the organization.
3. To critically analyze the consumer decision making process and its relationship with the environment within which it operates.
4. To understand the application of basic relational strategies for different business organizations.

On successful completion of this course, students will be able to understand and analyze the consumer behavior. They will also have a better understanding of the consumer decision making process and consumer research process. Awareness of tools available to marketing managers to facilitate planning and decision making would be one of the gains from the course. An important aspect of this course is its topical nature. Issues of current importance, related to consumer behavior and relationship enhancement will also be examined.





### Prescribed Text Book:

T1. Schiffman, Kanuk and Kumar, "Consumer Behavior", Pearson Education, 10th Ed., 2010.

### Reference Books:

R1. Wilkie, "Consumer Behavior", 2nd Edition, 1990.

### Suggested Readings:

Journal of Relationship Marketing, Taylor & Francis.

Consumer Behavior, Taylor & Francis.

### Course Coverage:

S.No.	Topics	Learning objective	Reference	Lecture Hours
1.	Introduction to consumer behavior	Development of the marketing concept; customer value, satisfaction and retention; Impact of digital technologies on marketing strategies, marketing ethics and social responsibility, Model of consumer decision making	TB Ch.1	3
2.	Consumer Research Process	Consumer research paradigms; Consumer Research Process; Ethics in consumer research process	TB Ch.2	3
3.	Market Segmentation & Strategic Targeting	Basic concepts; Bases for Segmentation; Criteria for effective targeting of market segments; Implementation of segmentation strategies; Targeting	TB Ch.3	3
4.	Internal Influencers of consumer Behavior	Motivation as a psychological force; dynamics of motivation; types and systems of needs; measurement of motives; ethics and consumer motivation	TB Ch.4	2
		Basic concepts, theories, understanding consumer diversity, brand personality, self and self-image, virtual personality	TB Ch.5	2
		Elements, dynamics of perception, consumer imagery, perceived risk, ethics and consumer perception	TB Ch.6	2
		Elements; behavioral learning theories; cognitive learning theory;	TB Ch.7	2





		measures of consumer learning; ethics and consumer learning		
		Basic concepts; structural models of attitudes; attitude formation; strategies of attitude change	TB Ch.8	2
5.	External Influencers of consumer Behavior	Components; communication process; designing persuasive communications; marketing communication and ethics	TB Ch.9	2
		Group; power of reference groups; consumer related reference groups; celebrity and other reference group appeals; functions of family; socialization of family members; family life cycle and decision making; consumption related roles	TB Ch.10	3
		Social class; measurement of social class; lifestyle profiles of social class; selected consumer behavior applications of social class	TB Ch.10	2
		Influence of culture on consumer behavior; subcultures and consumer behavior	TB Ch.11 & 12	2
6.	Consumer influence and the diffusion of innovations	Diffusion process; adoption process; profile of the consumer innovator	TB Ch.13	2
7.	Consumer decision making and beyond	Levels of consumer decision making; models of consumers; model of consumer decision making; beyond the decision: consuming and processing	TB Ch.14	3
8.	Consumer behavior and marketing strategies	Product, price, place and promotional strategies	Reference material	3
9.	Customer relationship management	Concepts, relationship building process; packages and cases	Reference material	2
10.	Special topics in consumer behavior	Public policy perspective; organizational buying behavior; exploitive targeting, manipulating customers and social responsibility	TB Ch.15	2
<b>Total Lecture Hours</b>				<b>40</b>





**Evaluation Scheme:**

Evaluation Component & Type of Examination	Weightage	Type of Examination
Class Tests	10%	Closed book
Case Studies	10%	Open book
Mid-term test	20%	7/10 4:00 - 5:30 PM
Project	20%	Open book
Comprehensive exam	40%	12/12 AN

**Chamber Consultation Hour:** 5-6 PM (6068-G)

**Note:**

- Guidelines for the projects will be distributed in the class.
- Makeup will be given only on genuine/ medical grounds. For that, prior permission of the IC is mandatory.

**Instructor-in-Charge**

**MBA G542**

