

## **Course Code: MBAMK-213**

### **Course Objectives**

1. To gain an understanding of the concept of consumer behavior and apply it in various marketing scenarios
2. To identify the factors that influence the behavior of consumers and to apply this knowledge in making marketing decisions.

3. To enable students to develop consumer-based marketing strategies and create and enhance customer value.

### **Course Outcomes**

**Upon successful completion of the course the student will be able to:**

1. Describe the concept of consumer behavior from a variety of perspectives.
2. Demonstrate an understanding of consumer decision making process.
3. Understand the principal factors that influence consumers as individuals and decision makers.
4. Apply consumer analyses for the design, implementation, and evaluation of successful marketing strategies and programs.

### **Unit 1: Introduction to consumer behavior**

Definition of consumer behavior, Evolution of Consumer Behaviour as a Field of Study, applications of consumer behaviour, Consumer behavior and marketing strategy, Consumer research, Market Segmentation and consumer profiling

### **Unit 2: Consumer Decision Making**

Consumer Decision Making Process, Levels of Consumer Decision Making, decision making roles, Information Search Process; Evaluative criteria and decision rules, Consumer satisfaction concept, cognitive dissonance, consumer delight, Consumer Value

### **Unit 3: Psychological Influence on Consumer Behaviour-I**

Consumer Perception, meaning of perception, perceptual process, factors responsible for perceptual distortion, Learning- meaning, Classical conditioning-operant conditioning, Components of learning process, Personality and emotion, stages in the development of personality- personality influences and consumer behaviour

### **Unit 4: Psychological Influence on Consumer Behaviour-II**

Self-concept and Self-image, Consumer's Needs & Motivation, Motivation, Properties of motivation, Needs, Goals, Risk and Imagery, Attitude Formation and Attitude Change.

### **Unit 5: Social Influence on Consumer Behaviour**

Group Dynamics and consumer reference groups, Influence of Family and Family Life Cycle, Social Class and its impact, Impact of cultural factors on Consumer behavior

### **Suggested Readings:**

- Schiffman L.G. and Kanuk L.L., Consumer Behaviour, 9th Edition, Prentice Hall of India, New Delhi.
- Solomon, Michael R. (2016), Consumer Behaviour: Buying, Having and Being, 11/e, Pearson Education