



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal - 500 043, Hyderabad, Telangana

COURSE CONTENT

CONSUMER BEHAVIOUR								
III Semester: MBA								
Course Code	Category	Hours / Week			Credits	Maximum Marks		
CMBD31	Elective	L	T	P	C	CIA	SEE	Total
		4	-	-	4	40	60	100
Contact Classes: 45	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 45			
Prerequisite: Marketing Management								

I. COURSE OVERVIEW:

The aim of this course is to equip students with the knowledge and skills necessary to analyze and interpret consumer behavior, which is crucial for marketers and business strategists. Course delves into the intricacies of consumer decision-making. It explores psychological, social, and cultural factors influencing choices, emphasizing real-world applications through case studies. Students analyze market segmentation, research methodologies, and the consumer decision-making process.

II. COURSES OBJECTIVES:

The students will try to learn:

- I. The environmental influences on consumer behavior, perception and attitude of consumers.
- II. The consumer decision making and marketing ethics towards consumers.
- III. The primary market research studies for the mutual benefit of consumers and organizations.
- IV. The marketing decisions keeping in mind the consumer behavior.

III. COURSE OUTCOMES:

At the end of the course students should be able to:

- CO1 Understand fundamental theories of consumer behavior.
- CO2 Examine social and cultural factors affecting choices.
- CO3 Analyze how these factors influence product preferences, buying decisions, and brand loyalty to develop the skills to assess, interpret, and influence consumer attitudes.
- CO4 Explain the concept of consumer attitudes and changing attitudes, consumer learning and information processing to develop the ability to critically assess and understand consumer attitudes, including the factors influencing their formation and the impact on purchasing decisions
- CO5 Analyze psychological influences on decision-making and evaluate stages of the consumer decision-making process to assess and apply these models in diverse marketing contexts.
- CO6 Recognize the need for the marketing ethics towards consumers to know how consumers can make informed choices aligned with societal and environmental well-being.

IV. COURSE CONTENT:

MODULE - I: UNDERSTANDING CONSUMER BEHAVIOUR (05)

Defining consumer behavior, why to study consumer behavior? Understanding consumer through research process, consumer behavior in a world of economic instability, rural consumer behavior, consumer segmentation, targeting and positioning, segmentation and branding, rural markets.

MODULE - II: ENVIRONMENTAL INFLUENCES ON CONSUMER BEHAVIOUR (10)

Influence of culture, sub culture, social class, social group, family and personality, cross cultural consumer behavior. Consumer Behaviour Models: Advert Sheth Model, EKB Model, Howard Sheth Model, Family Decision-making Model, Pavlovian Model and Economic Model.

MODULE - III: CONSUMER AS AN INDIVIDUAL (10)

Personality and self-concept, consumer motivation, consumer perception.

Consumer attitudes and changing attitudes, consumer learning and information processing.

MODULE - IV: CONSUMER DECISION MAKING PROCESSES (10)

Problem recognition, search and evaluation, purchasing processes, post purchase behavior, models of consumer decision making, consumers and the diffusion of innovations.

MODULE - V: CONSUMERISM AND ETHICS (10)

Roots of consumerism, consumer safety, consumer information, consumer responsibilities, marketer responses to consumer issues, marketing ethics towards consumers.

V. TEXT BOOKS:

1. Loudon, L. D., & Albert, J. Della Bitta, "Consumer Behaviour", 4th edition," Tata McGraw Hill" in 2017.
2. Sheath and Mittal, "Consumer Behaviour Thompson learning" in 2015.
3. Solomon, M. R. "Consumer Behaviour: buying, having, and being," 11th edition, "Pearson Education India", in 2015.
4. Kumar Dinesh, "Consumer Behaviour" 1st edition, "Oxford publication" in 2015.
5. Schiffman and Kannik, "Consumer Behaviour" 11th edition, "Pearson Edition" in 2015.
6. David L. Loudon and Albert J. Della Bitta, "Consumer Behaviour", TMH, 4th Edition, 2011.
7. S. Ramesh Kumar, "Cases in Consumer Behaviour", Pearson, 1st Edition, 2011.
8. Suja R Nair, "Consumer Behaviour in Indian perspective", HPH, 2nd Edition, 2015.
9. Ramneek Kapoor, N. Namdi O Madichie, "Consumer Behavior", TMH, 1st Edition, 2012.
10. Michael R. Solomon, "Consumer Behaviour", PHI, 10th Edition, 2010.
11. Ramanuj Majumdar, "Consumer Behaviour", PHI, 1st Edition, 2011.

V. REFERENCE BOOKS:

1. Gary P. Schneider, "Ecommerce-Strategy, Technology and Implementation", Cengage Learning, India Edition.
2. Kenneth C. Laudon, Carol Guercio Traver, "E-commerce-Business", Technology, Pearson, Low Price Edition.
3. Bharat Bhasker, "Electronic Commerce Framework, Technologies and Applications", 3rd Edition. Tata McGraw, Hill.

VII. Web References:

1. https://d1.islamhouse.com/data/en/ih_books/single/en_Consumer_Behavior.pdf
2. <http://www.ijcrar.com/vol-2-9/Pinki%20Rani.pdf>