



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal - 500 043, Hyderabad, Telangana

COURSE CONTENT

BRAND MANAGEMENT AND CONSUMER BEHAVIOUR								
III Semester: MBA								
Course Code	Category	Hours / Week			Credits	Maximum Marks		
CMBE32	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								
SDGs Mapped: SDG 12 (Responsible Consumption & Production), SDG 8 (Decent Work & Economic Growth)								

I. COURSE OVERVIEW:

This course provides a comprehensive understanding of consumer behavior and brand management principles. It covers psychological, social, and cultural factors that influence consumer decisions and examines strategies to build, manage, and evaluate brands. Students gain skills to analyze consumer motivations, perceptions, attitudes, and decision-making processes, and to apply these insights for marketing and brand strategies.

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 Explain the concepts of branding, brand equity, brand loyalty, and strategic brand management processes.
- CO2 Design and implement brand marketing programs, leveraging brand elements, IMC, and performance measurement.
- CO3 Analyze consumer behavior models, market segmentation, and organizational buying behavior.
- CO4 Examine consumer motivation, personality, learning processes, memory, and involvement to influence marketing strategies.
- CO5 Evaluate cultural, social, family, and group influences on consumer decision-making and post-purchase behavior.
- CO6 Apply insights from consumer behavior and brand management to make informed marketing and branding decisions.

IV. COURSE CONTENT:

MODULE - I: INTRODUCTION TO BRAND MANAGEMENT (05)

Concept of Brand and Branding Basics; Understanding terms -Brand Names and Brand Extensions Meaning, Advantages, Disadvantages. Brand equity, Co-Branding and Corporate Branding. Branding strategies: Concept and types of branding strategies. Steps in brand development strategies. Brand switching. Management of Brand- Meaning & Definition. Strategic Brand Management Process –Steps in Brand Management Process, Brand Loyalty; Brand Relationship. Building brand loyalty - Brand Positioning and Brand Associations. Brand Image and Personality - Valuation of Brands- Brand Valuation -Brand Tracking and Monitoring.

MODULE - II: PLANNING & IMPLEMENTING BRAND MARKETING PROGRAMS (10)

Criteria for Choosing Brand Elements, Options & tactics for Brand Elements, Use of IMC for Brand Building, Leveraging Secondary Brand Associations to Brand building. Measuring & Interpreting Brand Performance Developing a Brand Equity Measurement & Management System, Measuring Sources of Brand Equity & Outcome of Brand Equity. Designing & Implementing Branding Strategies Managing Brands over Time.

MODULE - III: INTRODUCTION TO CONSUMER BEHAVIOR (10)

Meaning and Definition of Consumer Behavior. Need and Advantages to Study Consumer Behavior. Differences between consumer buying and organizational buying. Consumer behavior and marketing strategy; profiling consumers and their needs.

Market segmentation and consumer research; Organizational Buying Behaviors. Models of Consumer Behavior- Advert Sheth Model, EKB Model, Howard Sheth Model, Family Decision-making Model, Pavlovian Model and Economic Model.

MODULE - IV: CONSUMER MOTIVATION, PERSONALITY: LEARNING MEMORY AND INVOLVEMENT (10)

Introduction, needs, objectives and Scope of Consumer Motivation. Overcoming Problems of Motivational Conflict. Defense Mechanism, Motive arousal, Motivational theories. Consumer Personality: Learning Memory and Involvement Consumer attitudes, beliefs, feelings and Behavior Consumer Learning attitudes and components of learning Memory system, memory process, concept of involvement, dimensions of involvement.

MODULE - V: CULTURAL AND SOCIAL INFLUENCES ON CONSUMER BEHAVIOR (10)

Characteristics of Culture, values, sub cultures, cross cultural and multi-cultural influences on Consumer Behavior. Social Class and Group influences on Consumer Behavior with regard to money and other status symbols, conformity to group norms behavior and Influence, family life influences, standard of life and living Influences. Consumer Decision Process: Problem Recognition – Information Search – Evaluation of Alternatives – Outlet Selection and Purchase –Consumption – Post-Purchase Consumption Behavior.

V.TEXT BOOKS:

1. Wayne D. Hoyer, Deborah J. MacInnis Rik Pieters, Consumer Behaviour, &e, Cengage, 2024.
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.

VI. REFERENCE BOOKS:

1. Pati. D, Branding Concepts and Process, Macmillan Publisher, PHI, 15th Edition, 2021
2. Blackwell and Engel, Consumer Behavior, Cengage Publication, Indian Edition, 3rd Edition.2020
3. Majumudar Ramanuj, Consumer Behavior - Insights from Indian Market, PHI, 2nd Edition, 2018.
4. Subroto Sen Gupta, Brand Positioning, Tata McGraw-Hill, 7th edition, 2017

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>