CONSUMER BEHAVIOR

III Semester: MBA

Course Code	Category	Hours / Week			Credit	Maximum Marks		
		L	**T**	**P**	**C**	**CIA**	**SEE**	**Total**
CMB401	**Elective**	3	-	-	3	30	70	100

Contact Classes: 45	Tutorial Classes: Nil	Practical Classes: Nil	Total Classes: 45

OBJECTIVES:

The course should enable the students to:

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

COURSE OUTCOMES:

1. Understand the consumer through research process and consumer behavior in a world of economic instability.
2. Describe the concepts of rural consumer behavior, segmentation, targeting and positioning. Identify the environmental influences on consumer behavior like culture, subculture and social class.
3. Demonstrate the environmental influences on consumer behavior like social group, family, personality and cross culture consumer behavior.
4. Examine the consumer as an individual based on personality and self-concept, consumer motivation and consumer
5. Discuss the consumer attitudes, changing attitudes, consumer learning and information processing
6. Analyze the problem recognition, search and evaluation of consumer decision making process.
7. use purchasing process ,post purchase behavior, models of consumer decision making and diffusion of innovations
8. Illustrate the roots of consumerism, consumer safety and consumer information.
9. Explain the consumer responsibilities, marketer responses to consumer issues and marketing ethics towards consumers.

UNIT-I	UNDERSTANDING CONSUMER BEHAVIOUR	Classes: 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.

UNIT-II	ENVIRONMENTAL INFLUENCES ON CONSUMER BEHAVIOUR	Classes:10

Influence of culture, sub culture, social class, social group, family and personality, cross cultural consumer behavior.

UNIT-III	CONSUMER AS AN INDIVIDUAL	Classes: 10

Personality and self concept, consumer motivation, consumer perception.

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

UNIT-IV	CONSUMER DECISION MAKING PROCESSES	Classes: 10

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

UNIT-V	CONSUMERISM AND ETHICS	Classes: 10

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

Text Books:

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

Reference Books:

1. David L. Loudon and Albert J.DellaBitta, Consumer Behaviour, TMH, Fourth Edition, 2011.
2. S. Ramesh kumar, cases in Consumer Behaviour, Pearson, 2011.
3. Suja R Nair, Consumer Behaviour in Indian perspective, 2nd edition, HPH, 2015.
4. Ramneekkapoor, N.Namdi O Madichie, Consumer Behavior, TMH, 2012.
5. Michael R.Solomon Consumer Behaviour, Tenth Edition, PHI, 330-331.
6. RamanujMajumdar, Consumer Behaviour, PHI, 2011.

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

E-Text Books:

1. http://www.pondiuni.edu.in/storage/dde/downloads/markiii_cb.pdf
2. http://nptel.ac.in/courses/110105029/pdf%20sahany/Module-1-1.pdf