

**Name of the Programme: MBA**

**Course Code: MGA-603**

**Title of the course: Consumer Behaviour**

**Number of credits: 2**

**Effective from: 2022-23**

<b>Prerequisites for the course:</b>	NIL	
<b>Objective:</b>	To enable the participants to analyse the impact of consumer decisions on marketing strategies.	
<b>Content:</b>	<p><b>Unit I: Introduction</b> Consumer Behaviour and Marketing Strategy, Market Analysis Components, Market Segmentation, Consumption, Consumer Decisions- Outcomes, Nature and Process.</p> <p><b>Unit II: External and Internal influences</b> Culture, Sub-Culture, Cross Culture, Cultural Values, Demographics and social stratification, Family Decision Making and Household Life Cycle, Consumer Socialization, Group Influences, Diffusion of Innovation, and Adoption Process. Consumer Perception, Consumer learning, Consumer Memory, Consumer Involvement and Motivation, Motivation, Personality, Emotion, Consumer Attitude, Self-concept and Lifestyles.</p> <p><b>Unit III: Decision-making process</b> Situational Influences, Types of Consumer Decisions, Problem Recognition Process, Information Search Process, Alternative evaluation and selection, Outlet selection and purchase, post-purchase processes: dissonance, disposition, satisfaction, dissatisfaction, repeat purchases, customer commitment. Differences between Organizational and Individual buying behavior.</p>	<p>5 hours</p> <p>10 hours</p> <p>15 hours</p>
<b>Pedagogy:</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
<b>References/ Readings:</b>	<ol style="list-style-type: none"><li>1. David Mothersbaugh, Del Hawkin and Susan Kleiser and Amit Mookerjee; Consumer Behavior: building marketing strategy; Tata McGraw Hill; 2022 or Latest Edition</li><li>2. Sangeeta Sahney; Consumer Behaviour; Oxford University Press; 2017 or Latest Edition.</li><li>3. Leon Schiffman, Leslie Kanuk and Joseph Wisenblit; Consumer Behavior; Pearson; 2019 or Latest Edition.</li><li>4. Michael Solomon; Consumer Behaviour; Pearson; 2020 or Latest Edition.</li><li>5. S. Ramesh Kumar, Leon Schiffman, Leslie Lazar Kanuk; Consumer Behaviour; Pearson; 2019 or Latest edition</li></ol>	
<b>Course Outcomes:</b>	<p>At the end of the course, the participants will be able to:</p> <ul style="list-style-type: none"><li>• Apply consumer behaviour in developing the marketing strategy.</li><li>• Evaluate internal and external factors that influence consumer behaviour.</li><li>• Analyse the impact of consumer decision-making on marketing strategies.</li></ul>	