

Programme: BMS				Semester: IV			
Course : Consumer Behaviour				Code :			
Teaching Scheme				Evaluation Scheme			
Lecture	Practical	Tutorial	Credits	Theory		Practical	
				Internal	External	Internal	External
30	Nil	Nil	03	20 Marks	30 Marks		
Internal Component (Theory Break up)							
Class Test			Assignments/Presentation			Class Participation	
10 Marks			10 Marks			Nil	
Learning Objectives							
<ul style="list-style-type: none"> To understand & analyse the types of consumers (Institutional/ individual buyer), types of Consumer buying Behaviour and factors determining their buying behaviour. To acquaint learners with the concept of needs, perception, personality, attitude etc. and its application in understanding and influencing consumer buying behaviour. To enable the learners to analyze & examine the role of family & culture in influencing buyer behaviour and decision making. To provide insights on Consumer reference groups and innovation adoption process. 							
Learning Outcomes							
<ul style="list-style-type: none"> Learners will be able to understand the factors determining consumer buying behaviour and also examine the importance of studying consumer behaviour (Institutional & individual) from marketer's perspective. Learners will develop the skill of understanding and analysing consumer information (needs, perception, personality, attitude) and using it to create consumer centric marketing strategies. Learners will be applying the knowledge about the role of family, reference groups & culture in influencing buyer behaviour will facilitate learners / practitioners to make decisions on information to be shared, use of appeal, selection of endorser and other factors while designing marketing mix. Learners will be able to apply the insights of reference groups and innovation adoption process in making consumer centric decisions. 							
Pedagogy							
Case analysis, skits, advertisement development, role playing, Lectures, literature review (Research papers/ articles, news articles, blogs etc.), brain storming, group assignments etc.							

Detailed Syllabus Plan				
Module	Module Content	Module wise Pedagogy Used	Duration of Module	Reference Book
I	<u>Introduction To Consumer Behaviour:</u> <ul style="list-style-type: none"> • Meaning of Consumer Behaviour • Types of Consumers (Institutional & Retail) • Consumer Involvement • Types of Consumer buying Behaviour • Consumer Decision Making Process • Determinants of Buyer Behaviour 	Lectures, Class Discussions, Debate, Case Studies, Video, Presentations, News & Articles reading	7 lectures	Satish K Batra, S H H Kazmi & Jamal Akhtar (2019). Consumer Behaviour
II	<u>Individual- Determinants of Consumer Behaviour</u> <ul style="list-style-type: none"> • Consumer Needs & Motivation • Personality Traits and its Marketing significance, Product personality. • Consumer Perception • Consumer Learning & Measures of consumer learning. • Consumer attitude. 		8 Lectures	Consumer Behaviour by Leon G. Schiffman, Joseph Wisenblit, S. Ramesh Kumar 12 th Edition 2022
III	<u>Environmental Determinants of Consumer Behaviour</u> <ul style="list-style-type: none"> • Family Influence on Consumer Socialization • Family Decision-Making & Members' roles • The family life cycle. • Cultural values & Consumer Behaviour • Changing cultural trends in Indian Urban Markets • Cross-cultural consumer behavior 		8 lectures	Consumer Behaviour by Leon G. Schiffman, Joseph Wisenblit, S. Ramesh Kumar 12 th Edition 2022
IV	<u>Reference Groups & Diffusion of Innovations</u> <ul style="list-style-type: none"> • Consumption related reference groups (Endorsers, spokesperson, Opinion leaders etc.) • Factors affecting reference group influence • Innovation adopters as reference groups • Diffusion and Adoption of Innovations: Types of Innovation, 		7 lectures	Consumer Behaviour by Leon G. Schiffman, Joseph Wisenblit, S. Ramesh Kumar 12 th Edition 2022

	product features that affect adoption & the adoption process.			
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Reference Books:

1. Consumer Behaviour by Leon G. Schiffman, Joseph Wisenblit, S. Ramesh Kumar 12th Edition 2022
2. Consumer Behaviour by Satish K Batra, S H H Kazmi & Jamal Akhtar (2019).
3. Consumer Behaviour in Indian Perspective by Nair, Suja R, Himalaya Publishing House (2015)
4. Consumer Behaviour (Text and Cases) by Nair, Suja R, Himalaya Publishing House (2015)
5. Consumer Behavior by David Loudon , Albert Della Bitta, McGraw Hill Education, 4th Edition (2017)
6. Consumer Behavior: Buying, Having, and Being, Global Edition by Michael Solomon, Pearson, 12th Edition (2017)
7. Consumer Behavior by Roger D. Blackwell , Paul W. Miniard, James F. Engel, Zillur Rahman , Cengage India Private Limited, 10th Edition (2017)
8. Consumer Behavior: Building Marketing Strategy, 14th Edition, By David L. Mothersbaugh, Del I. Hawkins, Susan Bardi Kleiser, Amit Mookerjee, Tata McGraw Hill. © 2022 | Published: May 11, 2022

Total Marks allotted: 50 marks

a) Details of Continuous Assessment (CA)

40% of the total marks per course.

Marks allotted for CA is **20 marks**.

Breakup of the 20 Marks is as follows:

Continuous Assessment	Details	Marks
Component 1 (CA-1)	Internal class test (online or offline) MCQs/Explain the concepts/Answer in brief/Case study or application based questions.	10 marks
Component 2 (CA-2)	Presentations/Project Work/ Viva-Voce/ Book Review/ Field visit & its presentations/ Documentary filming/ Assignments/ Group Discussions Etc.	10 marks

b) Details of Semester End Examination (SEE)

60% of the total marks per course.

Marks allotted for SEE is **30 Marks**.

Duration of examination will be **One Hour**.

QUESTION PAPER FORMAT

All Questions are compulsory

Q. No.	Particulars	Marks
Q.1.	A) Answer in brief OR B) Answer in brief	8
Q.2.	A) Answer in brief OR B) Answer in brief	8
Q.3.	A) Answer in brief OR B) Answer in brief	8
Q.4.	Case study/application based questions	6

Signature
(Program Chairperson & Vice Principal)

Signature
(Principal)