

Course Code	COM2MN107				
Course Title	CONSUMER BEHAVIOUR				
Type of Course	Minor				
Semester	II				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	Understanding fundamental marketing concepts and principles will provide a solid foundation for studying consumer behaviour				
Course Summary	This course provides students with a comprehensive understanding of the complexities involved in consumer decision-making, equipping them with the knowledge to formulate effective marketing strategies.				

Course Outcome (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Students understand the fundamental concepts of consumer behaviour	U	C	Examinations/Review Questions/Quizzes/Assignment/Seminar
CO2	Analyse consumer behavior concepts to marketing strategies.	An	P	Examinations/Review Questions/Quizzes/Assignment/Seminar
CO3	Critically analyses and appreciates the importance of consumer behaviour	E	P	Project Assignment

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
- Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Module	Unit	Content	Hrs	Marks
I	An overview of Consumer Behaviour		8	15
	1	Definition- objectives and scope of consumer behavior.	2	
	2	The importance of studying consumer behavior in marketing	2	
	3	Consumer Decision-Making Process	2	
	4	Purchase decision and post-purchase behavior.	2	

Module	Unit	Content	Hrs	Marks
II	Elements of Consumer Behaviour		12	20

	1	Factors affecting consumer behavior	2	
	2	Psychological Influences on Consumer Behavior	2	
	3	Motivation, perception, learning, and memory-Attitudes and attitude change-Personality and lifestyle.	2	
	4	Family and household influences.	1	
	5	Reference groups and social class. Cultural and sub cultural factors.	2	
	6	Socialization and the role of family in shaping consumer behavior.	2	
	7	Value and Lifestyles	1	
III	Models of consumer Behaviour		10	20
	1	Approaches of Consumer behavior	2	
	2	Challenges in predicting consumer behavior	2	
	3	Models of Consumer behavior	2	
	4	Sheth Family Decision making model- Nicosia Model	2	
	5	Engel-Kollat- Back well model- Black Box model	2	
IV	Consumer Protection		15	15
	1	Consumer Rights and Responsibilities.	2	
	2	Consumer Protection Act 1986	3	
	3	Unfair and Restrictive Trade Practices	2	
	4	Three tier mechanism of consumer grievances	3	
	5	Consumer Protection Council	3	
	6	Plaintiff and Complainant	2	
V	Open-ended module for practical exercises		30	
		Recommended to implement the following:		
	1	Facilitate group discussions on controversial topics related to consumer behavior.		
	2	Use online survey tools to collect real-time feedback of customers and discuss the results to highlight the diversity of opinions and behaviors among students.		
	3	Analyze online consumer reviews, social media discussions, and influencers' impact on consumer behavior.		
	4	Encourage students mock advertising campaigns for a product or service.		
	5	Use real-world case studies to illustrate theoretical concepts on consumer behaviour		

References:

1. Philip Kotler, Kevin Lane Keller, "Marketing Management" (15e), Pearson India Education Services Pvt Ltd
2. VS Ramaswamy & S Namakumari, "Marketing Management" (Latest Edition)-Mc Graw Hill Education (India) Private Limited, New Delhi
3. S.A. Sherlekar, "Marketing Management-Concepts and Cases", Himalaya Publishing House Pvt Ltd.