

<b>Course title:</b> Consumer Behaviour				
<b>Course Code:</b> PPM 104	<b>No. of credits:</b> 2	<b>L-T-P distribution:</b> 28-00-00	<b>Learning hours:</b> 28	
<b>Pre-requisite course code and title (if any):</b> NA				
<b>Department:</b> Department of Business and Sustainability				
<b>Course coordinator:</b>		<b>Course Instructor :</b>		
<b>Contact Details :</b>				
<b>Course type:</b> Elective		<b>Course offered in:</b> Semester III		
<b>Course Description:</b> The course deals with the study of behavioral processes and strategic implications of this understanding for practicing marketing managers. Concepts from Social Sciences, Psychology, Economic and Cultural Anthropology are integrated to create an understanding of consumer behavior in market exchanges. It also provides insights into consumer's decision making process which is key in strategic effective decisions. Marketing applications of consumer behavior concepts are illustrated using cases, examples, websites and exercises.				
<b>Course objectives</b>				
<ul style="list-style-type: none"> <li>• To acquaint students with Consumer Behavior concepts and applications.</li> <li>• To enable students to demonstrate the ability to analyze the complexities of buying behavior and use the same to formulate successful strategies.</li> <li>• To create an understanding of the group influences and consumer behavior in cultural and contextual environment.</li> </ul>				
<b>Course Contents</b>				
<b>Module</b>	<b>Topic</b>	<b>L</b>	<b>T</b>	<b>P</b>
1	Introduction to Consumer Behaviour, Overview of STP. Case on Kingfisher.	2	0	0
2	Lifestyle and Psychographics segmentation Reading on Lifestyle segmentation – psychographics glitter and gold	2	0	0
3	Case Study on Segmentation and Positioning. Consumer Perception and Dynamics.	2	0	0
4	Consumer Motivation and Involvement, need and goals. Personality – trait and other theories, consumer self concept.Exercise.	2	0	0
5	Process of communication, structure and types of communication + Quiz. Case Study on communication .	2	0	0
6	Consumer Learning memory and product positioning. Case – learning and motivation Reference groups and family influence on consumer behavior	3	0	0
7	Cross Cultural Influences. Case + Group Project Submission	3	0	0
8	Consumer Decision Making. Case on Decision Making	3	0	0

9	Personality influence and opinion leaders. Case Study	4	0	0
10	Group Project Presentations.	5	0	0
	Total	28	0	0
<b>Evaluation criteria</b>				
<ul style="list-style-type: none"> <li>• Test 1 : Class participation including attendance 20%</li> <li>• Test 2: Quiz 20%</li> <li>• Test 3: Group Project 20%</li> <li>• Test 4: Written Test 40%</li> </ul>				
<b>Learning Outcomes:</b>				
Upon successful completion, students will have the knowledge and skills to:				
<ul style="list-style-type: none"> <li>• Identify the major influences in consumer behaviour.</li> <li>• Distinguish between different consumer behaviour influences and their relationships.</li> <li>• Establish the relevance of consumer behaviour theories and concepts to marketing decisions.</li> <li>• Implement appropriate combinations of theories and concepts.</li> <li>• Recognise social and ethical implications of marketing actions on consumer behaviour.</li> <li>• Use most appropriate techniques to apply market solutions.</li> </ul>				
<b>Pedagogical approach:</b>				
<ul style="list-style-type: none"> <li>• Lectures</li> <li>• Illustrative cases and case discussions (groups)</li> <li>• Assignments (Individual / group).</li> </ul>				
<b>Materials:</b>				
<ul style="list-style-type: none"> <li>• Handouts</li> <li>• Consumer Behavior by Leon G Schiffman, Leslie I. Kanuk and S. Ramesh Kumar, 10th edition, Pearson Publications.</li> <li>• Journals - Journal of consumer behaviour.</li> </ul>				
<b>Additional information (if any)</b>				
<b>Student responsibilities</b>				
The students are expected to submit assignments in time and come prepared with readings when provided.				

**Prepared by:** Shruti Rana Sharma

**Course Reviewers:**

1. Mr P.S.Narayan, Ecoeye, Social and Community Initiatives, Wipro
2. Mr Brij Sethi, Ecoeye, Social and Community Initiatives, Wipro
3. Mr Rakesh Sharma, Strategy & Business Development, Philips Electronics India Limited
4. Mr Pawan Deep Singh, Strategy & Business Development, Philips Electronics India Limited.