

Name of Institute: Institute of Management Studies (IMS)
Name of Faculty: Dr Daisy Kurien

Course code: MBO312

Course name: Consumer Behavior

Pre-requisites: Marketing Specialisation

Credit points: 3 Credits

Offered Semester: III

Course Lecturer(1 to 15 weeks)

Full Name: Dr Daisy Kurien

Department with siting location: Management

Telephone:9428412928

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Consultation times:2:00 pm to 4:00 pm

Students will be contacted throughout the Session via Mail with important information relating to this Course.

Program Outcome(PO)

PO1: Develop Business Acumen & domain knowledge (With knowledge of management theories & practices)

PO2: Develop Leadership and Team building

PO3: Enhance Critical Thinking, Analysis & Problem Solving

PO4: Build Awareness of Global Business Environment

PO5: Comprehend Legal, Ethical and Social Responsibility

PO6: Develop Communication Skills, Interpersonal and Soft Skills

Course Objectives

By participating in and understanding all facets of this Course a student will:

- Familiarize the students with the behavioural aspects of consumers.
- To understand the internal forces, external influences and processes that goes on to affect consumer behaviour, the challenges generated for the marketers and the strategies which could be implemented

Course Outcomes (CO)

At the completion of the course, the student will be able to:

CO1. Examine the nature of Consumer behaviour and know how knowledge of consumer behaviour can be applied to marketing.

CO2. Comprehend the major concepts of Consumer Behavior and list their applications in marketing of products and services.

CO3: Identify build an understanding of the wide range of social, cultural and economic factors which influence consumer behaviour.

CO4: Analyze the decision making process of the consumers

CO5: Make a sense of select models used for understanding Consumer Behavior

CO6: Integrate dynamics of personality, perception, learning motivation and attitude to the choices consumers make.

Course Outline

Module 1 – Consumers, Marketers and Technology: Technology driven Consumer Behavior, Customer Value, Satisfaction, and Retention, Market Segmentation, Targeting and Positioning

Module 2 – The Consumer as an Individual: Consumer Motivation, Personality and Consumer Behavior, Consumer Perception

Module 3 - The Consumer as an Individual: Consumer Learning, Consumer Attitude Formation and Change, Communication and Consumer Behavior

Module 4 – Consumers in their Social and Cultural Settings :The Family and Social Class, Influence of Culture on Consumer Behavior, Cross-Cultural Consumer Behavior: An International Perspective

Module 5 – The Consumer’s Decision-Making Process and Ethical Dimensions: Consumers and the Diffusion of Innovations, Marketing Ethics and Social Responsibility , Consumer Research

Method of delivery

Lectures, Case studies, Video Cases

Study time

Three hours per week

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	1	3	3	3	2
CO 2	3	1	3	3	1	2
CO 3	3	3	3	3	3	3
CO 4	3	2	3	2	3	2
CO 5	3	1	1	1	3	1
CO 6	3	3	3	2	2	3

CO-PO Mapping (PO: Program Outcomes)

Blooms Taxonomy and Knowledge retention (For reference) (Blooms taxonomy has been given for reference)

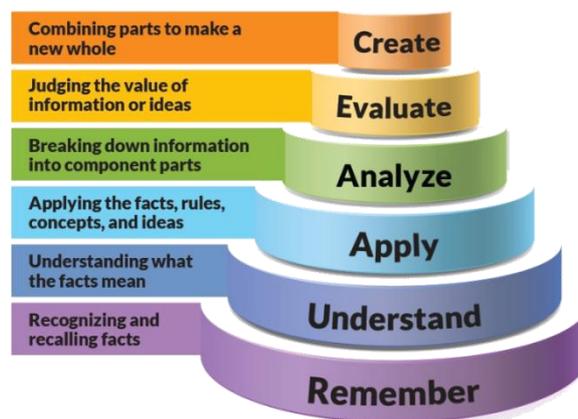


Figure 1: Blooms Taxonomy

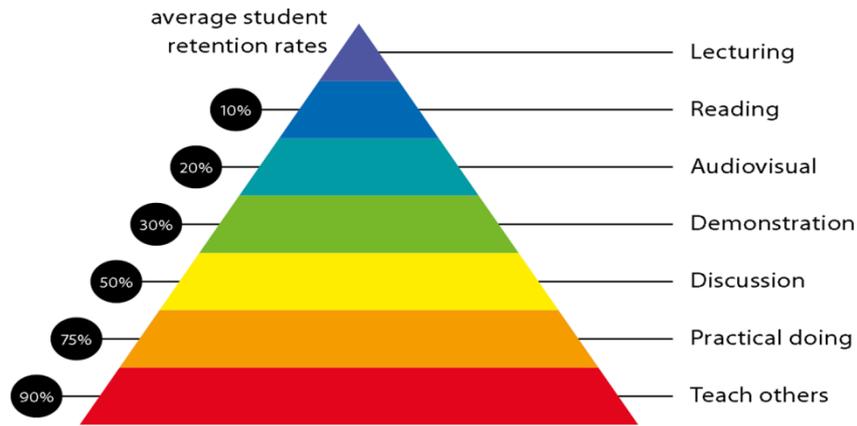


Figure 2: Knowledge retention

Graduate Qualities and Capabilities covered

(Qualities graduates harness crediting this Course)

General Graduate Qualities	Specific Department of Management Graduate Capabilities
<p>Informed Gain an understanding of marketing issues dominating the market in present time which may pose as a threat in marketing but is handled well may lead to better marketer- customer relation.</p>	<p>1 Market knowledge, & awareness</p>
<p>Independent learners Locate, evaluate and synthesize complex situations and offer perspectives. Opportunities to acquire these abilities are developed through lectures, and case discussion.</p>	<p>2 Information literacy, gathering & processing</p>
<p>Problem solvers Developing critical thinking skills that are pertinent for problem solving and innovation in today's competitive market. Critically analyze the situation and offer solutions to situations.</p>	<p>4 Problem solving skills</p>
<p>Effective communicators Develop the ability to reflect on issues on hand. Through active participation enhance the skills to communicate verbally and in writing and develop practices expected of today's professionals.</p>	<p>5 Written communication</p>
	<p>6 Oral communication</p>
	<p>7 Teamwork</p>
<p>Responsible Gain a better understanding of sustainable market. Being responsible in dealing and delivering value to all stakeholders</p>	<p>10 Sustainability, societal & environmental impact</p>

Practical work:

Live project/ Assignments

Lecture/tutorial times:

Lecture	Monday	01:00 to 02:00 pm	Room LH 36
Lecture	Wednesday	01:00 to 02:00 pm	Room LH 36
Lecture	Friday	01:00 to 02:00 pm	Room LH 36

Attendance Requirements

The University norms states that it is the responsibility of students to attend all lectures, tutorials, seminars and practical work as stipulated in the Course outline. Minimum attendance requirement as per university norms is compulsory for being eligible for mid and end semester examinations.

Details of referencing system to be used in written work

Text books

1. Leslie Lazar Kanuk, S. Ramesh Kumar, Leon G. Schiffman, *Consumer Behaviour*, Pearson

Reference Books:

1. Blackwell and Engel, *Consumer Behaviour*, Cengage.
2. Majumdar Ramanuj, *Consumer Behaviour*, Insights from Indian Market, PHI
3. Hoyer, MacInnis and Dasgupta Biztantra, *Consumer Behaviour*
4. Evans, *Consumer Behaviour*, Wiley
5. Lingquist Jay D, *Consumer Behaviour*, Cengage
6. David Loudon, Albert Della Bitta, *Consumer Behavior*. Tata McGraw Hill.

Additional Materials

- Newspaper articles
- Video cases on current business issues

ASSESSMENT GUIDELINES

Your final course mark will be calculated from the following:

Assignment 1	5%
Assignment 2	5%
Presentation	5%
Attendance	5%
Mid semester	40%
Final exam (closed book)	40%

SUPPLEMENTARY ASSESSMENT

Students who receive an overall mark less than 40% in mid semester or end semester will be considered for supplementary assessment in the respective components (i.e mid semester or end semester) of semester concerned. Students must make themselves available during the supplementary examination period to take up the respective components (mid semester or end semester) and need to obtain the required minimum 60% marks to clear the concerned components.

Practical Work Report/Laboratory Report:

A report on the practical work is due the subsequent week after completion of the class by each group.

Late Work

Late assignments will not be accepted without supporting documentation. Late submission of the reports will result in a deduction of 5% of the maximum mark per calendar day

Format

All assignments must be presented in a neat, legible format with all information sources correctly referenced. **Assignment material handed in throughout the session that is not neat and legible will not be marked and will be returned to the student.**

Retention of Written Work

Written assessment work will be retained by the Course coordinator/lecturer for two weeks after marking to be collected by the students.

University and Faculty Policies

Students should make themselves aware of the University and/or Faculty Policies regarding plagiarism, special consideration, supplementary examinations and other educational issues and student matters.

Plagiarism - Plagiarism is not acceptable and may result in the imposition of severe penalties. Plagiarism is the use of another person's work, or idea, as if it is his or her own - if you have any doubts at all on what constitutes plagiarism, please consult your Course coordinator or lecturer. Plagiarism will be penalized severely.

Do not copy the work of other students.

Do not share your work with other students (except where required for a group activity or assessment)

Courseschedule(subject to change)

Week #	Topic & contents	CO Addressed	Teaching Learning Activity (TLA)
Weeks 1	Consumers, Marketers and Technology: Technology driven Consumer Behavior	CO1 & CO2	Lecture, Video, & Case Discussion
Weeks 2	Customer Value, Satisfaction, and Retention	CO1 & CO2	Lecture, Video, & Case Discussion
Week 3	Market Segmentation ,Targeting and Positioning	CO1, CO2 & CO3	Lecture, Video, & Case Discussion
Week 4	The Consumer as an Individual: Consumer Motivation	CO1, CO2 & CO6	Lecture, Video, & Case Discussion
Week 5	Personality and Consumer Behavior	CO6	Lecture, Video, & Case Discussion
Week 6	Consumer Perception	CO6	Lecture, Video, & Case Discussion
Week 7	The Consumer as an Individual: Consumer Learning	CO6	Lecture, Video, & Case Discussion
Week 8	Consumer Attitude Formation and Change	CO6	Lecture, Video, & Case Discussion
Week 9	Communication and Consumer Behavior	CO3, CO6	Lecture, Video, & Case Discussion
Week 10	Consumers in their Social and Cultural Settings :The Family and Social Class	CO3	Lecture, Video, & Case Discussion
Week 11	Mid Sem exam		
Week 12	Influence of Culture on Consumer behavior, Cross-Cultural Consumer Behavior: An International Perspective	CO3	Lecture, Video, & Case Discussion
Week 13	The Consumer's Decision-Making Process and Ethical Dimensions:	CO4	Lecture, Video, & Case Discussion

Week 14	Consumer Decision Making and the Diffusion of Innovations	CO4, CO5	Lecture, Video, & Case Discussion
Week 15	Marketing Ethics and Social Responsibility, Consumer Research	CO4	Lecture, Video, & Case Discussion