

Course Code	Course Title	L	T	P	C
OLMBA604	Consumer Behaviour	3	1	0	4
Pre-requisite	NIL	Syllabus version			
		1.0			
Course Objectives:					
1. To get an insight into the consumer psychological processes in pre-purchase, purchase and post purchase situations. 2. To evolve Marketing strategies based on Consumer Insights derived from purchase situations. 3. To understand consumer behaviour practices and application. 4. To evaluate Sociological Influences on Consumer Decision Making.					
Course Outcomes:					
1. Formulate strategy, brand positioning and marketing communication decisions with the understanding of consumer behaviour. 2. Analyze the impact of values and customs of different cultures in order to develop effective marketing strategies. 3. Comprehend the underpinnings of psychological theories and insights in the consumer decision-making process. 4. Identify global trends in consumer behaviour in order to develop global marketing opportunities.					
Module:1	Introduction to Consumer Behaviour				
Concepts, Significance, Dimensions of Consumer Behaviour, Relevance of Market Research with Consumer Behaviour.					
Module:2	The Consumer Decision Making Process				
Buying Motives and Roles, Consumer Decision Making Process, Models of Consumer Behaviour-The Economic model, Howard Sheth model of Buying Behaviour, Engel, Blackwell and Miniard (EBM) model.					
Module:3	Psychological Influences on Consumer Decision Making -I				
Consumer's Needs & Motivation, Personality and Consumer behaviour, Brand Personality, Self and Self-image, Consumer Perception, Risk and Imagery.					
Module:4	Psychological Influences on Consumer Decision Making –II				
Consumer Learning, memory, Consumer Attitude: Belief, Affect-Mood and Emotions, Attitude and Intention, Attitude Formation and Attitude Change, Consumer Involvement, Influence.					
Module:5	Sociological Influences on Consumer Decision Making				
Sociological Influences on Consumer Decision Making: Consumer groups, reference groups, and Family & Its social standing-Culture's influence on consumer behaviour- Cross cultural consumer behaviour.					
Other Influences and Trends in Consumer Behaviour: Diffusion and adoption of innovations- Marketing ethics and social responsibility, Dark side of consumer behaviour					
Module:6	Digital Consumer Behaviour				
Digital Consumer focus, Understanding digital consumer, Consumer funnel, Consumer Journey in consumer funnel, Consumer insights across the channel, Online shopping behaviour.					
Module:7	Marketing Ethics and Consumer Behaviour Research				

Socially responsible marketing, consumers' privacy, misleading labels, camouflaged advertising, consumer ethics, and consumer research and process.				
			Total Hours	120 Hrs.
Text Book(s)				
1.	Kumar Leon G., Schiffman; Joe, Wisenblit; S. Ramesh (2018), Consumer Behaviour, 12 th edition, Pearson Education, Inc.			
2.	Dheeraj Sharma, Jagdish Sheth, Banwari Mittal, (2015), Consumer Behaviour – A Managerial Perspective, Cengage Learning.			
3.	Michael Diamantstein (2020), The age of digital Consumer Behaviour			
4.	Seema Gupta (2022), How People Buy Online: The Psychology Behind Consumer Behaviour, Sage publication.			
Reference Books				
1.	Hawkins et al, (2010), Consumer Behaviour-Building Marketing Strategy, Tata McGraw Hill.			
2.	Hoyer, Mcinnis, Pieters, (2013), Consumer Behaviour, 6th edition, Cengage Learning.			
3.	Majumdar, Ramanuj, (2010), Consumer Behaviour Insights from Indian Market, PHI. 12th edition, Pearson Education.			
4.	Michael R. Solomon, (2016), Consumer Behaviour-Buying Having and Being.			
5.	Underhill et.al, (2008), Why we buy: The Science of Shopping, Simon & Shuster.			
Mode of Evaluation: Quiz/ Assignment/CAT/FAT				
Recommended by Board of Studies			02-11-2023	
Approved by Academic Council			No. 72	Date: 13-12-2023