



# **CONSUMER BEHAVIOUR**

## **23MBPC623**

**(COURSE HANDBOOK)**

**MBA**

**COURSE HEAD:**

**Asst. Prof. Susanna DSilva**

# **1. GENERAL INFORMATION**

Welcome to Consumer Behaviour!

Welcome to the "Consumer Behaviour" course! This handbook is designed to guide you through the course, providing an overview of its objectives, learning outcomes, and structure. It serves as a roadmap for understanding importance of Consumer Behaviour in steering the organization to reach its objective.

The Consumer Behavior course is meticulously designed to provide an in-depth understanding of the myriad factors influencing consumer actions and decisions. Spanning five comprehensive modules, the course delves into theoretical frameworks, decision-making processes, environmental influences, consumerism, customer relationship management (CRM), personality, and perception.

Consumer behaviour course helps in shaping effective marketing strategies. It explores the pivotal role of consumer research in decoding buying patterns and preferences. Key topics include consumer involvement, various decision-making processes, and an examination of established consumer behavior models. Understanding these foundational concepts equips marketers to predict and respond to consumer actions more effectively.

Focusing on the details of the consumer buying decision process, this module examines different levels of decision-making and presents four distinct perspectives on how consumers arrive at purchase decisions. It also delves into online decision-making, outlining its stages and processes, analysing how specific circumstances and characteristics impact consumption behaviour, supported by relevant case studies.

Consumer Behaviour also delves into the origins of consumerism, addressing issues such as consumer safety, information, environmental concerns, and privacy. It provides a comprehensive overview of CRM, detailing its facets, elements, and processes. The importance of CRM in building and managing customer relationships is emphasized, along with strategies for effective relationship marketing. The module also introduces electronic CRM (e-CRM), discussing its significance and distinguishing it from traditional CRM approaches.

Students will be equipped to analyse the psychological, socio-cultural, and demographic factors influencing consumer decisions, enabling them to apply this knowledge to create effective marketing strategies. Additionally, students will be adept at evaluating how marketers utilize consumer behavior insights to inform their strategies, ensuring they can critically assess and implement marketing practices that resonate with target audiences.

## Course Objectives

This course is designed to:

- Analyse core concepts of Consumer behaviour
- Assess various motivation theories to understand their impact on consumer behaviour.
- Helps students to improve marketing programs and strategies, ensuring they effectively meet consumer needs.
- Familiarize marketing programs and strategies

### 1.1.Course Outcomes

By the end of this course, students will be able to:

- CO1:** Summarize factors that influence consumer behavior inclusive of society and culture.
- CO2:** Identify the dynamics and the factors influencing the consumer decision process
- CO3:** Apply the concept of cultural factors for preparing marketing strategies
- CO4:** Apply CRM strategies to make customers loyal.
- CO5:** Identify the impact of the motivation, personality and perception on consumers.

### 1.2. Set Text and Suggested Sources

All the below mentioned books are available in the 1st Floor Library.

#### Key Text Books:

1. Leon Schiffman, Leslie. "Consumer Behaviour" 12<sup>th</sup> Edition, Pearson Education, 2018
2. Dr. Dheeraj Sharma, Jagdish N Sheth, Banwari Mittal, "Consumer Behaviour: A Managerial Perspective" 2<sup>nd</sup> edition, Cengage Learning, 2015

#### Reference Books:

1. Sethna. "Consumer Behaviour" 4<sup>th</sup> Ed, Sage Publications, 2019
2. Ramesh Kumar, "Advertisement Brands & Consumer Behaviour-Case" 2<sup>nd</sup> Edition, Sage Publications, 2020.
3. Blackwell and Engel. "Consumer Behavior", 10<sup>th</sup> Edition, Cengage Publication, 2017.

## 2. THE COURSE

### 2.1.Course Description

CONSUMER BEHAVIOUR			
Semester	<b>IV</b>	CIE Marks	<b>50</b>
Course Code	<b>23MBPC623</b>	SEE Marks	<b>50</b>
Teaching Hours/Week(L:T:P)	<b>4:0:0</b>	Exam Hrs	<b>03</b>
Total Hours	<b>52</b>	Credits	<b>04</b>

The course Consumer behaviour designed to provide students with foundational knowledge about the need and relevance of consumer behaviour in a market place. The course will run for 13 weeks during Semester IV and consists of 5 modules that cover essential topics in personality and perception. Each week includes 4 lectures, delivered by Ms Susanna Zeena Dsilva, focusing on theoretical concepts, and course-related activities. Spanning a total of 52 hours, this 4-credit course is assessed through Continuous Internal Evaluation (CIE) for 50 marks and a Semester-End Examination (SEE) for 50 marks, with 3-hour exam duration. This structure ensures a balanced and engaging learning experience for students.

### 2.2.Initiating Contact with Staff and Other Students

Students are encouraged to use class hours for inquiries and are welcome to visit the faculty office for additional support. Given the large class size, emailing is also an effective communication option.

### 2.3.Resources

Resources include dynamic tools such as digital libraries, e-learning platforms, and research databases, which provide students with anytime, anywhere access to academic materials and interactive courses through a variety of resources available on the college website, including the VTU Consortium, open-access repositories, and government portals (e.g., NPTEL, NDLI).

E-learning and digital library can be accessed via the college website <https://mite.ac.in/> (Campus Life section > Library > VTU Consortium/e-learning platforms/additional sources).

### 2.4.Staff

Course Convenor: Ms Susanna Zeena Dsilva  
Cabin: 3<sup>rd</sup> floor, PG Block  
Email: [susanna@mite.ac.in](mailto:susanna@mite.ac.in)

## 2.5.Topics and Reading materials for each module

<p><b><u>Module 1</u></b></p> <p>- <b>Topic: Overview of Consumer Behaviour</b></p> <ul style="list-style-type: none"><li>○ Consumer Behaviour and Marketing Action; An overview - Importance of consumer behaviour in marketing decisions, the role of consumer research, Consumer involvement - Decision-making processes - Purchase Behaviour and Marketing Implications - Consumer Behaviour Models.</li></ul> <p>- <b>Essential Readings:</b></p> <ul style="list-style-type: none"><li>○ Leon Schiffman, Leslie. “Consumer Behaviour” 12th Edition, Pearson Education,2018 (Chapter 2, 16)</li></ul> <p>- <b>Additional Reading:</b></p> <ul style="list-style-type: none"><li>○ Ramesh Kumar, “Advertisement Brands &amp; Consumer Behaviour-Case” 2ndEdition, Sage Publications, 2020. ( Chapter -2)</li><li>○ Blackwell and Engel. “Consumer Behavior”, 10th Edition, Cengage Publication,2017</li></ul>	<p><i>No. of Hours: 9</i></p>
<p><b><u>Module 2</u></b></p> <p>- <b>Topic: Consumer Decision Making</b></p> <ul style="list-style-type: none"><li>○ Consumer Buying Decision Process; Levels of Consumer Decision Making – Four views of consumer decision making. On-line Decision Making: Meaning &amp; Process/Stages. Situational Influences- Nature of Situational Influence, Situational Characteristics and Consumption behaviour, case study</li></ul> <p>- <b>Activities:</b></p> <ul style="list-style-type: none"><li>○ Students will be selecting a recent personal purchase and dissect it using five stages of consumer buying decision process, they have to do a presentation.</li></ul> <p>- <b>Essential Reading:</b></p> <ul style="list-style-type: none"><li>○ Leon Schiffman, Leslie. “Consumer Behaviour” 12th Edition, Pearson Education,2018 (Part 4, Chapter 16)</li><li>○ Dr. Dheeraj Sharma, Jagdish N Sheth, Banwari Mittal, “Consumer Behaviour: A Managerial Perspective” 2nd edition, Cengage Learning, 2015. (Part 3 Chapter 8, 16)</li></ul> <p>- <b>Additional Reading:</b></p> <ul style="list-style-type: none"><li>○ Sethna. “Consumer Behaviour”4th Ed, Sage Publications,2019</li><li>○ Ramesh Kumar, “Advertisement Brands &amp; Consumer Behaviour-Case” 2ndEdition, Sage Publications, 2020. (Chapter 3)</li></ul> <p>- <b>Additional Weblink:</b></p> <ul style="list-style-type: none"><li>○ <a href="https://www.sciencedirect.com/science/article/abs/pii/S0040162521005503">https://www.sciencedirect.com/science/article/abs/pii/S0040162521005503</a></li></ul>	<p><i>No. of Hours: 11</i></p>

**Module 3***No. of Hours: 12*

- **Topic: Environmental influences on consumer behaviour.**
  - Cultural influences - Social class - Reference groups and family influences - Opinion leadership and the diffusion of innovations - Marketing implications of the above influences.
  - Social Class: Social class & Social status, the dynamics of status consumption, Features of Social Class, Five Social-Class Categories in India.
  - Culture: Factors affecting culture, Role of customs, values and beliefs in Consumer Behaviour. Subculture division and consumption pattern in India, Types of subcultures. Cross-cultural consumer analysis
  - Groups: Types Family: The changing structure of family, Family decision-making and consumption related roles, The family life cycle & marketing strategy.
  - Reference Groups: Understanding the power & benefits of reference groups, Factors that affect reference group influence, Types of reference group, Reference Group Appeals.
- **Activities:**
  - Students will be given a real-life or fictional case where consumer preferences changed due to cultural influences, social class, or reference groups.
- **Essential Reading:**
  - Leon Schiffman, Leslie. "Consumer Behaviour" 12th Edition, Pearson Education, 2018
  - Dr. Dheeraj Sharma, Jagdish N Sheth, Banwari Mittal, "Consumer Behaviour: A Managerial Perspective" 2nd edition, Cengage Learning, 2015. (Chapter 2)
- **Additional Reading:**
  - Sethna. "Consumer Behaviour" 4th Ed, Sage Publications, 2019
  - Ramesh Kumar, "Advertisement Brands & Consumer Behaviour-Case" 2nd Edition, Sage Publications, 2020.
  - Blackwell and Engel. "Consumer Behavior", 10th Edition, Cengage Publication, 2017

**Module 4***No. of Hours: 09*

- **Topic: Consumerism and CRM**
  - The roots of consumerism, consumer safety, consumer information, environmental concerns, consumer privacy, Facets and elements of CRM, CRM process, Importance of CRM, planning and managing CRM program. Types of CRM Strategies for building relationship marketing, e-CRM, Meaning, Importance of e-CRM, Difference Between CRM & e-CRM, case study.

- **Activities:**  
Students will be divided into small groups and tasked with selecting a company (or assign one) and design a CRM strategy focusing on consumer needs.
- **Essential Reading:**
  - Leon Schiffman, Leslie. “Consumer Behaviour” 12th Edition, Pearson Education, 2018
  - Dr. Dheeraj Sharma, Jagdish N Sheth, Banwari Mittal, “Consumer Behaviour: A Managerial Perspective” 2nd edition, Cengage Learning, 2015.
- **Additional Reading:**
  - Sethna. “Consumer Behaviour” 4th Ed, Sage Publications, 2019
  - Ramesh Kumar, “Advertisement Brands & Consumer Behaviour-Case” 2nd Edition, Sage Publications, 2020.
  - Blackwell and Engel. “Consumer Behavior”, 10th Edition, Cengage Publication, 2017.

## **Module 5**

*No. of Hours: 11*

- **Topic: Personality and Perception**
  - Personality: Basics of Personality, Theories of Personality and Marketing Strategy (Freudian Theory, Neo-Freudian Theory, Trait Theory), Applications of Personality concepts in Marketing, Personality and understanding consumer diversity, Brand Personality, Self and Self-Image.
  - Perception: Basics of Perception & Marketing implications, Elements of Perception, Dynamics of Perception, Influence of perception on CB, Consumer Imagery, Perceived price, Perceived quality, price/quality relationship, Perceived Risk, Types of risk.
- **Activities:**
  - Students take a short personality test (e.g., Big Five Personality Traits or MBTI). Based on their results, they analyze: How their personality type influences their buying decisions. Whether they prefer brand loyalty, impulse buying, or value-based shopping
- **Essential Reading:**
  - Leon Schiffman, Leslie. “Consumer Behaviour” 12th Edition, Pearson Education, 2018 (Part 2, Chapter 5 )
  - Dr. Dheeraj Sharma, Jagdish N Sheth, Banwari Mittal, “Consumer Behaviour: A Managerial Perspective” 2nd edition, Cengage Learning, 2015. (Chapter 4,)

- **Additional Reading:**
  - Sethna. “Consumer Behaviour” 4th Ed, Sage Publications, 2019
  - Ramesh Kumar, “Advertisement Brands & Consumer Behaviour-Case” 2nd Edition, Sage Publications, 2020.
  - Blackwell and Engel. “Consumer Behavior”, 10th Edition, Cengage Publication, 2017

### 3. ASSESSMENT

The assessment for the Consumer Behaviour module is divided into two components: Continuous Internal Evaluation (CIE) and Semester End Examination (SEE), each accounting for 50% of the total marks.

#### **Continuous Internal Evaluation (CIE)**

Comprises two internal tests, scheduled for the 8<sup>th</sup> and 14<sup>th</sup> week, which together contribute 30% of the total marks. Additionally, students can earn 20% through the completion of assignments (10 marks are allotted for the five stages of consumer buying decision process, Group activity, 10 marks are allotted for case where consumer preferences changed due to cultural influences, presentation.)

**Semester End Examination (SEE)** constitutes the remaining 50% of the total marks. Key information regarding examination dates and related details can be accessed via the college website (Academics and Courses section > Calendar of Events > PG Even Sem).

#### **Rubrics for Other Assessment (Total: 20 Marks / 40% of CIE)**

<b>1. Five stages of consumer buying decision process, Group activity (10 Marks)</b>					
<b>Criteria</b>	<b>10-09 Marks (Excellent)</b>	<b>08-07 Marks (Proficient)</b>	<b>06-05 Marks (Adequate)</b>	<b>04-03 Marks (Basic)</b>	<b>02-01 Mark (Unsatisfactory)</b>
<b>Creativity and Delivery</b>	Highly creative, impactful delivery	Creative, minor delivery gaps	Basic delivery, limited creativity	Minimal effort	No meaningful participation
<b>Subject Understanding</b>	Deep understanding, well-integrated	Good understanding	Basic understanding	Weak understanding	No effort to understand



<b>2. Case where consumer preferences changed due to cultural influences (10Marks)</b>					
<b>Criteria</b>	<b>10-09 Marks (Excellent)</b>	<b>08-07 Marks (Proficient)</b>	<b>06-05 Marks (Adequate)</b>	<b>04-03 Marks (Basic)</b>	<b>02-01 Mark (Unsatisfactory)</b>
<b>Creativity and Delivery</b>	Highly creative, impactful delivery	Creative, minor delivery gaps	Basic delivery, limited creativity	Minimal effort	No meaningful participation
<b>Subject Understanding</b>	Deep understanding, well-integrated	Good understanding	Basic understanding	Weak understanding	No effort to understand