

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
1	MBA-311	Consumer Behavior	Elective	4	4	0	0	30	70	100

COURSE OUTCOMES

At the end of the course the student will be able to:	
CO1	Describe the relevance of consumer behavior theories and concepts in decision making.
CO2	Articulate the knowledge of Consumer Decision-Making Process.
CO3	Analyze the role of internal dynamics in consumer decision making.
CO4	Examine the extrinsic influences and its implications.
CO5	Evaluate the trends and issues in consumer behavior and apply them to the marketing of an actual product or service.

Detailed Syllabus

Section A

UNIT I: Overview of Consumer Behavior: Relationship between Consumer Behavior and Marketing; Scope and Applications of Consumer Behavior, Consumer Behavior Models - Howard - Sheth, Engel Kollat - Blackwell And Nicosia Model; Consumer Research Process.

(10Hrs)

UNIT II: Consumer Decision: Consumer Decision making Process, Pre – Purchase and Post – Purchase Evaluation; Consumer Involvement in Purchase Decision; Consumer Influence and Diffusion of Innovations; Consumer Adoption Process.

(8 Hrs)

UNIT III: Intrinsic Influences and their Application in Consumer Behavior: Consumer Motivation; Personality and Self-Concept; Consumer Perception; Consumer Learning; Consumer Attitude Formation and Change and Lifestyle Marketing.

(11 Hrs)

Section B

UNIT IV: Extrinsic Influences and their Application in Consumer Behavior: Environment and Situational Influences, Societal Influences, Group Influences. Household and Family Influences, Reference Group and Cultural Influences.

(8 Hrs)

UNIT V: Consumer Behaviour and Strategic Applications: Customer Satisfaction, Customer Loyalty, Purchase Intentions and Switching Behavior. Organizational and Institutional Consumer Behaviour, Consumerism and Public Policy, Rights of Consumers; Institutions and their role; ethical, safety and environmental issues; Consumer protection acts, Online buyer behavior; Consumer decision making process on the Net.

(11 Hrs)

Textbooks

S. No	Name of the Books	Name of Author	Publisher Name	Edition (Pub. Yr.)
1.	Consumer Behavior and marketing action.	Assael, H.	Cengage Learning	6 th (2008)
2	Consumer Behavior	Schiffman,L.G. & Wisenblit, J.L.	Pearson	12 th (2021)
3.	Consumer Behavior	Schiffman,L.G.,& Kanuk, L. L	Prentice Hall.	10 th (2010)

Reference Books

S.No	Name of the Books	Name of Author	Publisher Name	Edition (Pub. Yr.)
1	Consumer Behavior	Blackwell, R. D., Miniard, P. D., & Engle, J. F	Thomson South Western.	10 th (2006)