



Kot Bhalwal, Jammu

Model Institute of Engineering
& Technology (Autonomous)
Course Handout

COURSE HANDOUT

CONSUMER BEHAVIOR (MBA-311)

MBA-3RD SEMESTER

ACADEMIC YEAR (2024-25)

Dr Navjeet Kaur

Assistant Professor

School of Management



School of Management

Model Institute of Engineering & Technology (Autonomous)

Kot Bhalwal, Jammu - 181122

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Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1

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नवीनता

Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
							Sessional	Final Exam	Total
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.

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.

(8Hrs)

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.

(11Hrs)

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.

(8Hrs)

Unit-V

Consumer Behavior and Strategic Applications: Customer Satisfaction, Customer Loyalty, Purchase Intentions and Switching Behavior. Organizational and Institutional Consumer Behavior, 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.

(11Hrs)

Textbooks

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

COURSE PLAN
Unit-I Overview of Consumer Behavior

S.No	Topics	Recommended Books
1	Relationship between Consumer Behavior and Marketing;	Book 3, Ch.1
2	Scope and Applications of Consumer Behavior,	Book 3, Ch.1
3	Consumer Behavior Models - Howard – Sheth, Engel Kollat – Blackwell and Nicosia Model	https://www.businessmanagementideas.com/consumer-behavior/consumer-behaviour-models/20335
4	Consumer Research Process	Book 3, Ch.2
Unit-II Consumer Decision		
5	Consumer Decision making Process	Book 1, Ch.3
6	Pre – Purchase and Post – Purchase Evaluation	Book 1, Ch.3
7	Consumer Involvement in Purchase Decision	Book 1, Ch.5
8	Consumer Influence and Diffusion of Innovations	Book 3, Ch.15
9	Consumer Adoption Process	Book 3, Ch.15
Unit-III Intrinsic Influences and their Application in Consumer Behavior		
10	Consumer Motivation	Book 2, Ch.3
11	Personality and Self-Concept	Book 2, Ch.3
12	Consumer Perception	Book 2, Ch.4
13	Consumer Learning	Book 2, Ch.5
14	Consumer Attitude Formation and Change	Book 2, Ch.6
15	Lifestyle Marketing	https://egyankosh.ac.in/bitstream/123456789/10148/1/Unit-2.pdf https://hmhub.in/marketing-services-consumer-behaviour/consumer-behaviour-lifestyle-marketing/
Unit-IV Extrinsic Influences and their Application in Consumer Behavior		



16	Environment Influences	https://www.egyankosh.ac.in/bitstream/123456789/13479/1/Unit-3.pdf
17	Situational Influences	Book 1, Ch.6
18	Societal Influences	Book 3, Ch.11
19	Group Influences	file:///C:/Users/kaurn/Downloads/Block-3.pdf
20	Household and Family Influences	Book 2, Ch.10
21	Reference Group	Book 2, Ch.9
22	Cultural Influences	Book 3, Ch.12
Unit-V Consumer Behavior and Strategic Applications		
23	Customer Satisfaction	https://www.jsscacs.edu.in/sites/default/files/Department%20Files/CB%20UNIT%205%281%29_0.pdf https://www.zendesk.com/in/blog/3-steps-achieving-customer-satisfaction-loyalty/#
24	Customer Loyalty	https://www.zendesk.com/in/blog/customer-loyalty/# https://www.slideshare.net/slideshow/consumer-loyalty-purchase-intentions-and-switching-behaviour/81374901
25	Purchase Intentions and Switching Behavior	https://www.slideshare.net/slideshow/consumer-loyalty-purchase-intentions-and-switching-behaviour/81374901
26	Organizational and Institutional Consumer Behaviour	https://link.springer.com/content/pdf/bfm:978-1-349-08048-9/1.pdf https://courses.lumenlearning.com/clinton-marketing/chapter/reading-organizational-buyer-behavior/
27	Consumerism and Public Policy	https://www.investopedia.com/terms/c/consumerism.asp
28	Rights of Consumers	Book 1, Ch. 2
29	Institutions and their role	Book 1, Ch. 2
30	ethical, safety and environmental issues	Book 1, Ch. 2
31	Consumer protection acts	https://www.indiacode.nic.in/bitstream/123456789/15256/1/a2019-35.pdf http://tumkuruniversity.ac.in/ocug/comm/orgnisation%20behaviour.pdf
32	Online buyer behavior; Consumer decision making process on the Net	https://www.shipbob.com/blog/online-consumer-behavior/ https://www.tutorialspoint.com/consumer_behavior/online_customer_behavior/

		r_behavior.htm https://indiafreenotes.com/meaning-and-definition-of-online-buying-behaviour/#google_vignette
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ADDITIONAL WEB RESOURCES

1.	MOOC: Market Research and Consumer Behavior https://www.coursera.org/learn/market-research
2.	HBPE Course Pack: Consumer Behavior (AY 2024-25) created on Harvard Publishing House https://hbsp.harvard.edu/coursepacks/1190868
3.	NPTEL: Consumer Behavior by Prof. Ashish Hathi, L.N. Welingkar Institute of Management Development & Research https://onlinecourses.swayam2.ac.in/imb24_mg91/preview

GRADING AND ASSESSMENT

- **Sessional Test:** 15 marks
- **Assignment:** 10 marks
- **Attendance:** 5 marks
- **Final Examination:** 70 marks

COURSE POLICIES

- **Attendance:** Minimum 75% attendance is mandatory to appear in the final examination of the course.
- **Academic Integrity:** MIET's academic integrity policies apply. Plagiarism will not be tolerated.
- **Late Submissions:** Assignments and projects must be submitted by the specified timelines.

FACULTY INFORMATION

- **Office Hours**
 Monday (12:05 PM - 12:55 PM)
 Friday (12:05 PM - 12:55 PM)
- **Contact Information**
navjeet.mba@mietjammu.in