

BBA 511-18 Consumer Behaviour

Course Objective: This course aims at enabling students to understand the various aspects of consumer behaviour, the external and internal factors that influence consumer behaviour and to apply this understanding for the development of marketing strategy.

Course Outcomes: After the completion of course, the students shall be able to:

CO1: Understand the concept of consumer behaviour and the emerging trends.

CO2: Acquire knowledge on factors affecting the behaviour and perception of the consumers.

CO3: Learn and understand the impact of social and cultural setting on consumer behavior.

CO4: Understand the process of consumer decision making.

UNIT I:

Consumer behaviour: nature, scope, and importance & application Consumer buying behaviour: consumer decision making process (five step model), factors affecting buying behaviour, purchase behaviour, buyer's role.

Emerging trends in Consumer Behaviour: Consumer Behaviour in online space. Use of Information technology and AI in consumer profiling and engagement

UNIT II:

Consumer as an individual: Consumer motivation: needs & goals, positive & negative motivation, types & systems of needs hierarchy & trio of needs.

Introduction to Personality: Theories, Product Personality, and Self-Concepts.

Perception: Concept and Elements of Perception, Consumer Imagery. Consumer Attitude with reference to consumer behaviour.

UNIT III:

Consumer in social & cultural setting: Reference groups, concepts, factors affecting reference groups, Family: Functions of family, Family decision making, Family Life Cycle Social class & its measurement.

Culture & sub culture: definition & influence on Consumer Behaviour

UNIT IV:

Consumer Decision Making: Introduction to opinion leadership. Process Diffusion of innovations: Diffusion Process, Adoption Process. **Consumer decision making**, Models of consumer decision (Howard Sheth, Nicosia Model, EngelBlackwell and Kollat)

Suggested Readings:

- Schiffman, L.G. and Kanuk, L.L., *Consumer Behavior*, Prentice Hall of India
- Loudon, D. and Bitta, D., *Consumer Behaviour*, Tata Mc Graw Hill
- Assael, H., *Consumer Behaviour in Action*, Cengage Learning
- Blackwell, R.D., Miniard, P.W. and Engel, J.F. , *Consumer Behaviour*, Thomson Learning