

DEPARTMENT OF HUMANITIES & SOCIAL SCIENCES

Programme: Ph. D

Course Title: Consumer Behaviour

Course Category: Pre-PhD Course Work

Internal: 50 Marks

Course Code: HUT 713

Theory: 50 Marks

Credits: 3 (L-3)

Total: 100 Marks

Semester: Odd/Even

Time: 3hrs

Course Objective

The objective is to gain an understanding of the theoretical and conceptual concepts of buyer behavior and apply them to real life marketing situations and practices. The objective of this course is to enable students understand dynamics of consumer decision making and behavior for better managerial decision making in businesses.

Unit-I Introduction to CB

Consumer Behavior: Conceptual framework, nature, scope and significance for marketers. Consumer research: Role and processes. Consumer decision making process: Various stages and underlying marketing implications.

Unit II Psychological Factors & CB

Psychological factors influencing consumer behavior: Theories and principles of perception, learning, motivation, personality & self-concept and attitude with underlying marketing implications.

Unit III Group Dynamics & CB

Group dynamics and influence of socio-economic, cultural and demographic factors consumer behavior, Family influence, Influence of Culture and Social class on Consumer behavior and marketing implications.

Unit IV Consumer Behavior Models

Consumer Behavior Models- A brief overview of Pavlovian model, economic model, Input, process, output model, Psychological model and Industrial Buying model.

Course Outcomes

At the end of the course, the student will have an understanding of the behavior of the buyer in the marketplace. The course will help the students take a holistic view of the buyer, which will help them with knowledge of various models and framework in understanding buyer's behavior and align the knowledge with formulation of appropriate marketing strategies.

Suggested Readings

- Schiffman, LG and LL Kanuk, Consumer Behaviour, Pearson Education
- Blackwell, RD, PW Miniard and JF Angel, Consumer Behaviour, Cengage Learning India Pvt. Ltd.
- Peter, JP and JC Olson, Consumer Behaviour and Marketing Strategy, McGraw Hill.
- Handerson, S, Consumer Behaviour in Theory and Action, John Wiley and Sons.
- Assel, H: Consumer Behaviour- A Strategic Approach, Houghton Mifflin.
- Loudon and A Della, Consumer Behaviour, Tata McGraw Hill.
- Hawkins, DL, DL Mothersbaugh and Amit Mookerjee, Consumer Behaviour: Building Marketing Strategy, Tata McGraw Hill Education Pvt. Ltd., 11th Edition. 8. Solomon, Michael R, Consumer Behaviour, Prentice Hall, 10th Edition, 2012.