

Consumer Behaviour - Web course

COURSE OUTLINE

Focus of the course would be on the psychological and sociological elements and their impact on consumer decision making.

The course will help the students take a holistic view of the buyer; it will help equip them with knowledge of various models and frameworks to help understand buyer behavior and align the knowledge with formulation of appropriate marketing strategies.

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.

COURSE DETAIL

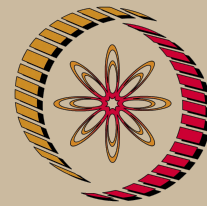
Aim:

At the end of the course the student will have an understanding of the behavior of the buyer in the marketplace. Focus would be on the psychological and sociological elements and their impact on consumer decision making.

The course will help the students take a holistic view of the buyer; it will help equip them with knowledge of various models and frameworks to help understand buyer behavior and align the knowledge with formulation of appropriate marketing strategies.

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.

Module	Topics	No.of Hours
1.Introduction to the Study of Consumer Behavior.	Defining Consumer Behavior. Scope and Application of Consumer Behavior. Why Study Consumer Behavior. Evolution of Consumer Behavior as a Field Of Study and its relationship with Marketing: Behavioral Dimension. The Interdisciplinary Nature of Consumer Behavior.	2
2.Market Research and Consumer Behavior.	Relevance of Market Research with Consumer Behavior. Approaches to Consumer Behavior Research. Quantitative Research. Qualitative Research.	2
3.Market	Market Segmentation.	2



NP-TEL

NPTEL

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Management

Pre-requisites:

1. Marketing Management.

Coordinators:

Dr. S. Sahney

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Segmentation and Positioning.	Basis for Segmentation. Alternatives available for Segmentation. Positioning.	
4.The Consumer Decision Making Process.	Buying Motives. Buying Roles. Consumer Decision Making Process. Levels of Consumer Decision Making. Perspectives to Consumer Decision Making. Consumer Decision Making Process.	2
5.Models of Consumer Behavior	The Economic model. Learning model. Psychoanalytic model. The sociological model. The Howard Sheth model of Buying Behaviour. The Nicosia model. The Engel - Kollat - Blackwell Model. Engel, Blackwell and Miniard (EBM) model.	2
6.Psychological Influences on Consumer Decision Making.	Consumers Needs & Motivation, Emotions and Mood, Consumer Involvement. Consumer Learning. Personality, Self-concept and Self-image. Consumer Perception, Risk and Imagery. Consumer Attitude: Belief, Affect, Attitude and Intention, Attitude Formation and Attitude Change. Consumer Communication.	16
7.Sociological Influences on Consumer Decision Making.	Consumer groups. Consumer reference groups. Family and Life cycle. Social class and mobility, lifestyle analysis. Culture; Sub-Culture. Cross Culture. Interpersonal Communication and influence. Opinion Leadership.	6
8.Diffusion of	Diffusion Process.	3

innovation.	Adoption Process. Consumer Innovators. Multiplicative innovation adoption (MIA) model	
9.Organizational Buying.	Differences between Industrial Markets and Consumer Markets. Differences between Organizational and Consumer Buying. Buying Decisions in Organizational Buying Process; Types of Decision Making. Organization Buyer's Decision Making Process. Factors influencing Organizational Buying Behaviour. Decision Makers in Organizational Buying. Webster and Wind model of Organizational buying behavior. The Sheth model of Industrial buying. The Sheth model of Industrial buying.	3
10.Consumer Behavior Analysis and Marketing Strategy.	Consumer Behavior and Product Strategy. Consumer Behavior and Pricing Strategy. Consumer Behavior and Distribution Channel Strategy. Consumer Behavior and Promotion Strategy.	2
	Total Hours	40

References:

1. Consumer Behavior, Schiffman, L.G. and KanukL.L., Prentice Hall, India.
2. Consumer Behavior, Concepts and Applications, Loudon, D.L. and Bitta, A.J.D, Tata McGraw Hill.
3. Consumer Behavior and Marketing Startegy, Peter, J.P. and Olson, J.C., , Schiffman, L.G. and KanukL.L., Prentice Hall, India.