

ST. JOSEPH'S DEGREE & PG COLLEGE

(Autonomous), Affiliated to Osmania University

DEPARTMENT OF BUSINESS MANAGEMENT

SEMESTER-VI

BBA, BBA (IT), BBA (BA), BBA(FM) & BBA (ENTREPRENEURSHIP)

CONSUMER BEHAVIOUR

DSE

w.e.f. 2020-2021 A.Y

SCHEME OF INSTRUCTION		SCHEME OF EXAMINATION	
Hours per Week	: 5 Hrs.	Maximum. Marks	: 100
Credits	: 5	Internal Assessment	: 40
Instruction Mode	: Lecture	External Examination	: 60
Course Code	: BM.07.301.22BT	External Exam Duration	: 3 Hrs

Course objective: To develop an understanding of underlying concepts and issues in Consumer behavior in marketing.

Course Outcomes: On successful completion of this course, the students will be able:

CO1: To explain the concept of Consumer Behaviour & describe Consumer research process in detail.

CO2: To evaluate the factors affecting consumer behaviour in detail.

CO3: To analyze the consumer decision process.

CO4: To assess the impact of consumer's motivation, personality on the buying behaviour.

CO5: To impart the basic knowledge of consumer protection rights.

Unit I: Introduction to Consumer Behaviour

Definition, Nature, Scope, Consumer Behaviour's Applications in Marketing, Consumer research process –Defining Research Objectives, Collecting & Evaluating Secondary Data, Primary Research Design, Collecting Primary Data, Analyzing Data & Report Preparation.

Unit II: Factors affecting Consumer Behaviour

Factors influencing Consumer Behaviour– External Influences – Culture, Sub Culture, Social Class, Reference Groups, Family, Internal Influences– Needs & Motivations, Perception, Personality, Lifestyle, Values, Learning, Memory, Beliefs & Attitudes.



Unit III: Consumer Decision Making Process

Types of consumer decisions, Consumer Decision Making Process - Problem Recognition - Information Search - Alternative Evaluation –Purchase Selection – Post purchase Evaluation, Buying pattern in the new digital era.

Unit IV: Consumer Motivation & Personality

Consumer Motivation– Needs, Goals, Motive arousal, Maslow's Hierarchy of Needs, Freud's Theory of Motivation , Consumer Personality – Self-concept theory, Psychoanalytic Theory, Neo-Freudian Theory, Trait Theory.

Unit V: Marketing Communications, Decision Making Models, Consumer Rights

Marketing Communication Process, Types of Communication systems – Interpersonal, Impersonal, Persuasive Communication, Consumer Decision Making Models – Black Box Model - Economic model - Howard & Sheth model, Consumer Protection Act 1986, rights of consumers.

Text Books:

1. Consumer Behaviour – Satish K Batra, S H H Kazmi
2. Consumer Behaviour in Indian Context – K K Srivastava, Sujata Khandai

Reference Books:

1. Hawkins, Best and Coney, Consumer Behaviour, Tata McGraw Hill, New Delhi
2. John A Howard, Consumer Behaviour in Marketing Strategy, Prentice Hall New Delhi
3. Schiffman L G and Kanuk L L Consumer Behaviour, Prentice Hall New Delhi
4. Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi
5. Sarkar A Problems of Consumer Behaviour in India, Discovery Publishing House New Delhi