

GENERIC ELECTIVE/OPEN ELECTIVE COURSES/MULTIDISCIPLINARY COURSES/

OPEN ELECTIVE COURSES - 15

BBA(Digital Marketing) Semester VII

UGOE703: Consumer Behaviour

Course objective: - The objective of this program is to make students understand the concepts and models of consumer behavior.

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Syllabus & Detailed Contents

Unit	Content	Hrs./ Weightage
Unit 1:	Introduction: Defining Consumer Behavior, Reasons for Studying Consumer Behavior, Understanding Consumer and Total product concept. models of consumer behavior - economic model, learning theory, Psychoanalytical theory, Sociological, Howard -Sheth model, Nicosia model.	11/25%
Unit 2:	Environmental Influences on Consumer Behavior: Cultural Influence, Cross Cultural and Sub cultural Segmentation, Social Class and Reference Group Influences, Families and Households, Personal Influences.	11/25%
Unit 3:	Psychological Influences: Lifestyles and Psychographics - Time Research Memory, Learning and Perception, Motivation & Mood. Consumer motivation - Maslow's motivational theory - Attitudes - concept - components of attitudes - development of attitudes - functional nature of attitudes- cognitive dissonance - attitudinal change and behavioural change.	12/25%
Unit 4:	Decision Process and Consumer Behavior Models: Decision Process, Problem Recognition, Search and Evaluation, Purchasing Processes, Post Purchase Behavior, Consumer Behavior Models.	11/25%

Course Learning Outcomes (CLO)

On completion of this course, the students will be able to:

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Understanding	Understand the concepts and theories of consumer behavior, consumer behaviour models.	2
CO2	Understanding	Understand the individual and group influences on consumer behavior and consumer decision making process,	2
CO3	Applying	Apply knowledge of consumer behaviour to business.	3
CO4	Analyzing	Analyze personal, socio-cultural, and environmental dimensions that influence consumer decisions making.	4
CO5	Evaluating	Evaluate the marketing strategies based on fundamentals of consumer buying behavior	5

SUGGESTED READINGS

Textbooks:

1. Del L Hawkins, Consumer Behavior Building Marketing Strategy, New Delhi: Mcgraw Hill Education.
2. Blackwell et al, Consumer Behavior, New Delhi: Vikas Publication.
3. Schiffman and Wisenblit, Consumer Behavior, New Delhi : Pearson

Reference Books

1. Leon G Schiffman, Consumer Behavior, New Delhi : Mcgraw Hill Education.

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