Course No: PPM 104
Course title: **Consumer Behaviour**
Number of credits: 2
Number of lectures: 28(28-0-0)
Course coordinator: Dr Sanjay Chandwani

Introduction

The course deals with the study of behavioural processes and strategic implications of this understanding for practicing marketing managers. Concepts from Social Sciences, Psychology, Economic and Cultural Anthropology are integrated to create an understanding of consumer behaviour in market exchanges. It also provides insights into consumer's decision making process which is key in strategic effective decisions. Marketing applications of consumer behaviour concepts are illustrated using cases, examples, websites and exercises.

Course Objectives

- To acquaint students with Consumer Behaviour concepts and applications
- To enable students to demonstrate the ability to analyze the complexities of buying behaviour and use the same to formulate successful strategies.
- To create an understanding of the group influences and consumer behaviour in cultural and contextual environment
- To create an understanding on how consumers are selective in their information processing and decision making

Learning Objectives

- To understand the diverse consumer behaviour
- To use this knowledge of consumer behaviour to predict the response of consumers to various marketing stimulus
- To try and mould the consumer behaviour according to the requirements of the company

Evaluation procedure

- Class participation including attendance   5%
- Quiz   15%
- Mid Term   20%
- Group Project   20%
- End Term Examination   40%

End Term Project – Students in a group of 5 will conduct research in consumer behaviour on a given topic which has to be given in advance by the groups in session 6. The groups can choose any topic from the topics of the session plan. The groups have to prepare a

proper research report based on the format provided for summer training. The report must include literature survey from magazines and journals on the topic chosen. All reports must be on primary data collected by the groups and the sample size must be greater than 50. The groups are advised to be in constant touch with me for the report preparation or any guidance regarding the same. The first draft should be submitted by 20th session and the final report with all changes should be submitted by 26th session. The presentations for the reports will be in the final session.

Details of course content and allotted time

Topic	Allotted time (hours)		References
	Lectures	**Tutorials**	
Introduction to Consumer Behaviour, Overview of STP	1		Schiffman and Kanuk – Chap 1
	1		Case on Kingfisher
Lifestyle and Psychographics segmentation	1		Schiffman and Kanuk – Chap 3
Reading on Lifestyle segmentation – psychographics glitter and gold	1		Reading Material on VALS – Discussion on lifestyle and psychographics segmentation Exercise – visit the website of SRI VALS and students check their VALS position (http://www.sric-bi.com/VALS/presurvey.shtml)
Case study on segmentation and positioning	1		Case study on Mazda
Consumer Perception – Dynamics of Perception, JND and Price Quality relationship	1		Schiffman and Kanuk – Chap 6
Perception – perceived risk Group activity – exercise	1		Exercise and Case study on ALL Out Mosquito repellant
Attitude Formation	1		Schiffman and Kanuk – Chap 8
Attitude change strategies - case	1		Case – Revlon for men
Quiz	1		
Consumer Motivation and Involvement, need and goals	1		Blackwell, Miniard and Engel chapter 8
Exercise	1		The groups are required to choose 4 consumer behaviours based on involvement and conduct a survey to measure the behaviour. Then critically analyze the behaviour and present it in the class.
Personality – trait and other theories, consumer self concept	1		Schiffman and Kanuk – Chap 5

Caselet on personality	1		Caselet on Kalvin Klein
Process of communication, structure and types of communication + Quiz	1		Schiffman and Kanuk – Chap 9
Case Study on communication	1		ICICI Prudential
Mid Term	1		
Consumer Learning memory and product positioning	1		Hawkins Best and Coney Ch 9
Case – learning and motivation	1		TITAN
Reference groups and family influence on consumer behaviour	1		Schiffman and Kanuk – Chap 10
Cross Cultural Influences	1		Schiffman and Kanuk – Chap 14
Case + Group Project Submission	1		Wal-Mart in Japan
Consumer Decision Making	1		Schiffman and Kanuk – Chap 19
Case on Decision Making	1		Parfum Nenaveh
Personality influence and opinion leaders	1		Loudon and Bitta
Case study	1		MTV: connecting with the consumer
Group Project Presentations	1		
Group Project Presentations	1		
Total	**28**		

Modules

- **Introduction to consumer behavior**: overview of segmentation targeting and positioning, Consumer needs and their influence on Consumer Behaviour Lifestyle & Psychographics segmentation
- **Consumer Perceptions and Consumer Learning**: Consumer Perception-Dynamics of Perception, JND and Price Quality relationship   Perception-perceived risk
- **Personality, values and lifestyles**: classical theories on personality development, neo Freudian marketing applications Trait Theory and personality segmentation
- **Consumer attitudes** : tri component model of attitudes Multi-Attribute model of attribute Formation and Modification of Attitudes
- **Personal influence and opinion leadership**: process Diffusion process and Information processing
- **Reference groups** :Family influences and family decision making
- **Consumer decision making process**: Decision Making process factors influencing decision making . consumer involvement and Some relevant models and behavior

- **Culture and Consumer Behavior** : cross cultural influences, values symbols and traditions role of language and marketing applications related to components

Required references

Text Book

Consumer Behavior by Leon G Schiffman, Leslie lazar Kanuk and S. Ramesh Kumar, 10th edition, Pearson Publications.
Journals - Journal of consumer behaviour

The course is reviewed and commented by the following experts:

1. Mr P.S.Narayan, *Ecoeye, Social and Community Initiatives, Wipro*
2. Mr Brij Sethi, *Ecoeye, Social and Community Initiatives, Wipro*
3. Mr Rakesh Sharma, *Strategy & Business Development, Philips Electronics India Limited*
4. Mr Pawan Deep Singh, *Strategy & Business Development, Philips Electronics India Limited.*