



MARRI LAXMAN REDDY INSTITUTE OF TECHNOLOGY AND MANAGEMENT

(AN AUTONOMOUS INSTITUTION)

(Approved by AICTE, New Delhi & Affiliated to JNTUH, Hyderabad)

Accredited by NAAC with 'A' Grade & Recognized Under Section 2(f) & 12(B) of the UGC act, 1956

COURSE CONTENT

CONSUMER BEHAVIOR								
III SEMESTER								
Course Code	Category	Hours/Week			Credits	Maximum Marks		
20MBA022M	Professional Elective	L	T	P	C	CIE	SEE	Total
		4	-	-	4	30	70	100
Contact Classes: 60	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 60			
Prerequisite: Basic understanding of Marketing Management concepts								

COURSE OVERVIEW:

The course Consumer Behavior focuses on understanding how individuals and groups make decisions related to the purchase and use of products and services. It examines the internal and external factors influencing consumer behavior, including cultural, social, personal, and psychological aspects. The course provides insights into consumer perception, motivation, attitudes, and learning processes. It also explores consumer decision-making stages, from problem recognition to post-purchase behavior, and highlights models explaining buying behavior. Additionally, the course emphasizes the importance of consumerism, ethical marketing practices, and the responsibilities of both consumers and marketers. Overall, it equips students with the knowledge to analyze consumer needs and design effective marketing strategies.

COURSE OBJECTIVES:

- To understand the concept and importance of consumer behavior in marketing decisions
- To analyze the environmental influences such as culture, social class, and family on consumer behavior
- To examine the psychological factors including perception, motivation, learning, and attitudes
- To study the consumer decision-making process and behavior models
- To develop skills in consumer research and market analysis

COURSE OUTCOMES: After Completion of the course, students should be able to

1. Explain consumer behaviour concepts in diverse market contexts.
2. Analyze cultural and social influences shaping consumer choices
3. Examine psychological factors affecting consumer decisions.
4. Evaluate models of consumer decision-making for marketing applications.
5. Assess ethical issues and consumer rights in marketing practices..

UNIT-I UNDERSTANDING CONSUMER BEHAVIOUR

Defining consumer behavior, why to study consumer behavior? Understanding consumer through research process, consumer behavior in a world of economic instability, rural consumer behavior, consumer segmentation, targeting and positioning, segmentation and branding, rural markets.

UNIT-II ENVIRONMENTAL INFLUENCES ON CONSUMER BEHAVIOUR

Influence of culture, sub culture, social class, social group, family and personality, cross cultural consumer behavior.

UNIT-III CONSUMER AS AN INDIVIDUAL

Personality and self-concept, consumer motivation, consumer perception. Consumer attitudes and changing attitudes, consumer learning and information processing.

UNIT-IV CONSUMER DECISION MAKING PROCESSES

Problem recognition, search and evaluation, purchasing processes, post purchase behavior, models of consumer decision making, consumers and the diffusion of innovations.

UNIT-V CONSUMERISM AND ETHICS

Roots of consumerism, consumer safety, consumer information, consumer responsibilities, marketer responses to consumer issues, marketing ethics towards consumers.

TEXT BOOKS:

1. Gary P. Schneider, —Ecommerce-Strategy, Technology and Implementation, Cengage Learning, India Edition.
2. Leon G. Schiffman & Leslie Lazar Kanuk – *Consumer Behavior*
3. David L. Loudon & Albert J. Della Bitta – *Consumer Behavior: Concepts and Applications*

REFERENCE BOOKS:

1. Kenneth C. Laudon, Carol GuercioTraver, —E-commerce–Business", Technology, Pearson, Low Price Edition.
2. Bharat Bhasker, —Electronic Commerce Framework, Technologies and Applications, 3rdn Edition. Tata McGraw, Hill.
3. David L. Loudon and Albert J.DellaBitta, —Consumer Behaviour, TMH, 4th Edition, 2011.
4. S. Ramesh kumar, —Cases in Consumer Behaviour, Pearson, 1st Edition, 2011.Dheeraj Sharma, Jagadish Deth, Banwari Mittal, Consumer Behaviour – A managerial Perspective, Cengage Learning, 2015

ELECTRONIC RESOURCES:

1. https://d1.islamhouse.com/data/en/ih_books/single/en_Consumer_Behavior.pdf
2. <http://www.ijcrar.com/vol-2-9/Pinki%20Rani.pdf>

3. http://www.pondiuni.edu.in/storage/dde/downloads/markiii_cb.pdf
4. <http://nptel.ac.in/courses/110105029/pdf%20sahany/Module-1-1.pdf>

MATERIALS ONLINE:

1. Course template
2. Tutorial question bank
3. Tech talk and Concept Video topics
4. Open-ended experiments
5. Definitions and terminology
6. Assignments
7. Model question paper – I
8. Model question paper – II
9. Lecture notes
10. PowerPoint presentation
11. Drishya Siksha Sangrah (DSS) Videos

