



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: MBA								
Course Code	Category	Hours/Week			Credits	Maximum Marks		
		L	T	P	C	CIE	SEE	Total
22MBA022M	Professional Elective	4	0	-	4	40	60	100
Contact Classes:60	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 60			
Prerequisite: Basic concepts of consumer behaviour								

COURSE OVERVIEW:

This course introduces the fundamental concepts of consumer behavior and examines how individuals and groups make purchasing decisions. It explores psychological, social, cultural, and economic factors influencing consumers. The course also covers consumer decision-making processes, segmentation strategies, rural consumer markets, and the ethical responsibilities of marketers. By understanding these aspects, students learn how organizations analyze consumer needs and develop effective marketing strategies.

COURSE OBJECTIVES:

- To understand the concept and importance of consumer behavior.
- To analyze environmental and social factors influencing consumer behavior.
- To examine individual factors such as motivation, perception, attitudes, and personality.
- To study consumer decision-making processes and behavior after purchase.
- To understand consumerism, consumer rights, and ethical marketing practices.

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

1. Outline consumer behavior principles, research processes and segmentation techniques for sustainable rural economies.
2. Explain the impact of all socio-cultural, family and personality factors on consumer behaviour.
3. Assess various factors such as personality, motivation and perception for examining consumer behaviour.
4. Determine problem recognition, evaluation, pre&post purchasing behaviour, decision models for a consumer decision making process.
5. Examine the origins of consumerism, safety, information, marketer responses and marketing ethics in addressing consumer protection issues.

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. Kenneth C. Laudon, Carol GuercioTraver, "E-commerce–Business", Technology, Pearson, Low Price Edition.
3. Bharat Bhasker, "Electronic Commerce Framework, Technologies and Applications", 3rdn Edition. Tata McGraw, Hill.

REFERENCE BOOKS:

- David L. Loudon and Albert J.DellaBitta, "Consumer Behaviour", TMH, 4th Edition, 2011.
- S. Ramesh kumar, "Cases in Consumer Behaviour", Pearson, 1st Edition, 2011.
- Dheeraj Sharma, JagadishDeth, Banwari Mittal, Consumer Behaviour – A managerial Perspective, Cengage Learning,2015

ELECTRONIC RESOURCES:

- https://d1.islamhouse.com/data/en/ih_books/single/en_Consumer_Behavior.pdf
- <http://www.ijcrar.com/vol-2-9/Pinki%20Rani.pdf>
- http://www.pondiuni.edu.in/storage/dde/downloads/markiii_cb.pdf
- <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

