

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Full Time) Programme/
Integrated Bachelor of Business Administration-Master of Business
Administration Programme/
Master of Business Administration (Family Business &
Entrepreneurship) Programme

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Course Code	MFT5SEMM03 MBM5SEMM03 MFB5SEMM03
Course Title	Consumer Behaviour

Course Learning Outcomes (CLO):

At the end of the course, the students will be able to:

1. Identify the relevance of studying Consumer Behavior and its implications in developing marketing strategy
2. Explain the dynamic nature of consumer psychology and ethics in developing marketing strategy
3. Analyze the implications of the culture, cross-culture, social class, reference group influence on consumers buying decision making process

Syllabus

Teaching Hours

<p>Unit I: Consumer Behaviour & Marketing Strategy</p> <ul style="list-style-type: none"> • Determinants of consumer behavior • Managing Customer Value • Consumer Decision Making Process and models • Customer Loyalty • Consumerism and Customer Satisfaction • Post-purchase Processes • Consumer Research 	08
<p>Unit II: Micro Factors Influencing Consumer Behaviour</p> <ul style="list-style-type: none"> • Consumer Motivation • Personality, Attitudes, Self- Concept, Lifestyle, and consumer behaviour • Marketing Strategy & Behaviour • Consumer Perception, Involvement, Learning, Memory and the Marketing Strategy 	11
<p>Unit III: Macro Factors Influencing Consumer Behaviour</p> <ul style="list-style-type: none"> • Cultural and sub cultural influences on consumer behaviour, Social Class, Reference Group and Consumer Behaviour • Diffusion of Innovations and the adoption process • Communication and Consumer Behaviour • Family Decision Making and models • Online Consumer Behaviour 	11

Suggested Readings:

1. Schiffman, L.G., Kanuk, L. L & Kumar, K., Consumer Behaviour, Pearson, New Delhi
2. Henry, A., Consumer Behavior and Marketing Action, Indian reprint, Cengage Learning India Private Limited, New Delhi
3. Hawkins, D.I., Motherbaugh, D.L., and Mookerjee, A., Consumer Behavior Building Marketing Strategy, Tata McGraw Hill Publishing Company Limited, New Delhi
4. Paul, P. J., and Olson, J.C., Consumer Behaviour and Marketing Strategy, Tata Mc-Graw Hill, Indian Adapted Edition, New Delhi

w.e.f. Academic Year 2019-20 and onwards