

**School of Business, Public Policy and Social Entrepreneurship  
Ambedkar University, Delhi**

**Course Code: SBP2MB612 Title:** Consumer Behaviour

**Type of Course:** Elective

**Cohort for which it is compulsory:** NA

**Cohort for which it is Core:** MBA

**No of Credits:** 2

**Attendance:** 80% attendance is mandatory

**Semester and Year Offered:** Semester 3, July to Sep 2018

**Course Coordinator and Team:** Kartik Dave

**Email of course coordinator:** kartik@aud.ac.in

**Pre-requisites:** Marketing management

**Objective:** The course introduces the theory of consumer behaviour and discusses the various social, cultural and marketing factors that influence the selection and usage of products and services. The objective of this course is to familiarize students to the consumer decision making process and its main influencing factors, drawn from behavioural science disciplines such as psychology, anthropology and sociology.

**Brief description of modules/ Main modules:**

Unit 1: Introduction to Consumer Behaviour

Consumer research; Consumer behaviour and marketing strategy

Unit 2: Internal Influences on Consumer Behaviour

Psychological factors affecting consumer behaviour; Motivation and involvement; Personality, self-image and life style; Consumer perception, consumer learning, consumer attitude formation and change; Communication and consumer behaviour

Unit 3: External Influences on Consumer Behaviour

Influences of culture on consumer behaviour; Subcultures and consumer behaviour; Social class and consumer behaviour; Reference groups and family; Consumer influence and the diffusion of innovations

Unit 4: Consumer Decision Making

Decision making process; Decision making outcomes

**Assessment Details with weights:**

- |                              |                              |
|------------------------------|------------------------------|
| 1. Case Analysis/Assignments | 30% (throughout trimester)   |
| 2. Mid semester              | 20% (4/5 <sup>th</sup> Week) |
| 3. End semester              | 30% (8 <sup>th</sup> Week)   |

#### 4. Group Project

20% (throughout trimester)

#### Reading List

1. Best, R., Coney, K., Hawkins, D., and Mookerjee, A. (2005). *Consumer Behaviour: Building Marketing Strategy*, 5th Edition, Tata McGraw Hill.
2. Charan, R. (2008). *What the Customer Wants You to Know: How Everybody Needs to Think Differently*, Penguin Books India.
3. Loudon, D., and Bitta, A. D. (2001). *Consumer Behaviour: Concepts and Applications*, 4th Edition, Tata McGraw Hill Education Private Limited.
4. Schiffman, L., Kanuk, L.L., and Kumar, S.R. (2010). *Consumer Behaviour*, 10th Edition, Pearson.
5. Solomon, M.R. (2010). *Consumer Behaviour: Buying, Having, and Being*, 8th Edition, Phi Learning
6. East, R., Wright, M., and Vanhuele, M. (2013). *Consumer behaviour: applications in marketing*, Sage.
7. Solomon, M., Russell-Bennett, R., and Previte, J. (2012). *Consumer behaviour*. Pearson Higher Education AU.

#### Additional Reference

1. Kumar, S. R. (2009). *Consumer behaviour and branding: concepts, readings and cases-the Indian context*. Pearson Education India.
2. Quester, P; Pettigrew, S; Kopanidis, F; Rao Hill, S; Hawkins, D (2014). *Consumer Behaviour: Implications for Marketing Strategy*, 7th edition, McGraw Hill.
3. Babin, B. J., & Harris, E. G. (2014). *CB5*. South-Western.