

B.Com. (H): Semester-V DSE BCM552: CONSUMER BEHAVIOUR	
Teaching Scheme	Examination Scheme
Lectures: 4hrs/Week	Class Test – 12Marks
Tutorials: 1 hr/Week	Teachers Assessment – 6Marks
	Attendance – 12 Marks
Credits: 5	End Semester Exam – 70 Marks

Course Objective

The basic objective of this course is to develop understanding about the many aspects of consumer behaviour and its applications in marketing.

Course Learning Outcomes

After completing the course, the student shall be able to:

- CO1: The students will be able to identify the dynamics of human behaviour and the basic factors that influence the consumer's decision process
- CO2: Students will be able to explore and compare the core theories of consumer behaviour in both consumer and organisational markets.
- CO3: Students will be able to appraise models of Consumer Behaviour and determine their relevance to marketing situations
- CO4: Apply knowledge acquired on consumer behavior and marketing research by using selected marketing research techniques to analyze consumer behaviour.
- CO5: Explore how marketing tactics are used to influence consumer behavior and used for marketing management decisions
- CO6: the student will be able to create consumer buying model and develop target market strategies.

Unit I: Introduction to Consumer Behaviour Introduction to CB: Difference between consumer & Customer, Meaning, nature, applications & scope; Specific Models of Consumer behavior:-Economic Man, Sociological, Psychoanalysis, Nicosia and Harvard Seth Model.
Unit II: Determinants of Consumer Behavior Individual determinants of Consumer Behavior: Motivation, Consumer Perception, Learning, Attitude, Personality, Self-concept, External Influences on Consumer Behavior: Culture, Subcultures, Social Class, Reference Group and Family Influences
Unit III: Industrial Buying Behaviour Industrial Buying Behaviour: Industrial Marketing, Differences between Industrial Markets and Consumer Markets. Differences between Organizational Buying Process and Consumer Decision Process;
Unit IV: Family Buying Behaviour Celebrities as Reference group, Concept of family and family life cycle, Family Buying Decisions.

Unit V: Online Buying Behaviour

Online Consumer Buying, Consumer experience, Online customer journey, consumer touch point; Rural Consumer Buying

Suggested Readings

- Belch, G. E., M. A. Belch and Purani K. (2009), Advertising and Promotion: An Integrated Marketing Communications Perspective, McGraw-Hill Education.
- Buskirk, R. A. B. D. Buskirk, F. A. Russell (1988), Selling: Principles and Practices, McGraw-Hill.
- Gupta, Ruchi (2017), Advertising. Scholar Tech Press.
- Futrell, Charles (2013), Fundamentals of Selling, McGraw Hill Education.
- Kapoor, Neeru. Advertising and Personal Selling. Pinnacle Learning
- Sharma, Kavita (2018), Advertising: Planning and Decision Making, Taxmann Publication Pvt. Ltd.

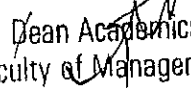
Additional Readings

- Castleberry, S.B. and Tanner, J. F. (2013), Selling: Building Relationships, McGraw Hill Education.
- Shah, Kruti and A. D'Souza (2008), Advertising and Promotions: An IMC Perspective, McGraw Hill Education.

Note: Latest edition of the books should be used.


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