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| **BBA 402: Consumer Behavior** | |
| **Teaching Scheme** | **Examination Scheme** |
| Lectures: 3 hrs/Week | Class Test -12Marks |
| Tutorials: 1 hr/Week | Teachers Assessment - 6Marks  Attendance – 12 Marks |
| Credits: 4 | End Semester Exam – 70 marks |

# Course Objectives:

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

# Course Outcomes:

CO1. To acquire an understanding of the psychological processes that underlie the effectiveness of marketing strategy in terms of impact on consumer behavior.

CO2. To acquire a knowledge base that enables critical assessment of current and future metrics, research technologies, and research data output.

CO3. To acquire a “toolbox” of psychological principles applicable to marketing strategy..

CO4. Assess the components and stages of the individual decision-making process.

CO5. Evaluate the influence of culture and subculture on consumer consumption preferences.

CO6. Assess the components and stage of the group decision-making process.

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**Course Content –**

**Unit - 1**

Introduction to Consumer Behaviour; Consumer Behaviour and marketing Strategy, Methods of consumer research, Applications of consumer behaviour knowledge in marketing. Contributing disciplines and area like psychology, social psychology, economics, anthropology etc. Diversity of consumers and their behaviors. Profiling the consumer and understanding their needs. Segmentation , Consumer Decision making process and decision making roles Information Search Process; Evaluative criteria and decision rules. Are consumers Rational or emotional. Involvement theory and applications.

**Unit – 2**

Consumer needs, theories of Motivation and their applications. Process theories and content theories. Personality and self concept. Theories of personality. Trait theory and measurement. Motivational Research. Perception. Thresholds of perception, Subliminal perception, Perceptual process dynamics. Positioning methods and measurement. Perceptual mapping methods, multi dimensional scaling. Consumer imagery.

**Unit – 3**

Learning theories and their applications, Brand loyalty, Brand extensions. Conditioning theories, Cognitive learning theories. Attitudes and Attitude Change; Concept and measurement of attitudes. Strategies of attitude change.. Attribution theory and Cognitive dissonance. Persuasion and persuasibility

**Unit – 4**

Self Concept. Concept of Multiple Selves. Development of the self. Image Congruence assumptions . Social Comparison theory . Self-esteem. Body image and body esteem. Fashion, Cosmetics and Conspicuous consumption. Psychographics and Lifestyle; Reference Group Influence; Theory of reference group and applications Endorsements and reference group influence.

**Unit – 5**

Culture, the concept meaning and measurement Content analysis. Values and beliefs, Rituals, Customs, Tradition, Symbol and influence in consumption. Consumer learning of culture.,. Consumer Socialization. Semiotics. Subcultures and Cross Cultural issues in marketing

**Unit - 6**

Family, family life cycle and decision-making. Social Class. The concept and measurement. Mobility among social classes. Prestige products and status. Diffusion of Innovation and Opinion Leadership . Marketing, consumer behaviour and society. Consumption and persuasion-Issues of manipulation and long term impacts on society and children. . Consumer materialism. Consumer behaviour knowledge for public policy. .

**Text and Reference Books-**

1. Leon G.Schiffman & Leslie Lazar Kannk,  Consumer Behaviour, Prentice-Hall of India

2. Reynolds & Wells: Consumer Behaviour – Mcgraw Hill, International.

3. James F.Ingel Roger.D. & Blackwell – Consumer Behaviour – Dryden Press

4. S.C.Mehta – Indian Consumers – Tata McGraw Hill