

MASTER OF BUSINESS ADMINISTRATION
COURSE MODULE: CONSUMER BEHAVIOUR

Course Coordinator: Mrs. Divya P				Academic Year: 2026-27	
Department: MBA MM313					
Course Code	Course Title	Core/Elective	Prerequisite	Contact Hours	Total Hrs./ Sessions
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MBA MM313	CONSUMER BEHAVIOUR	Elective	-	4:0:0	50
Course Learning Objective: 1. To develop an understanding of consumer behaviour theories and apply this understanding in a marketing decision making context. 2. To identify the multitude of factors influencing consumers so that each of us will be able 3. To apply this knowledge to improve market strategy. 4. To Create better marketing programs and strategies basing on the knowledge of consumer behaviour.					
Teaching-Learning Process (General Instruction): 1. To bridge academic concepts with real-world practices through interactions with global business leaders, experts, and institutions, thereby enhancing practical understanding and industry relevance. 2. To encourage self-directed and technology-enabled learning through the use of pre-class digital content, online resources, and interactive classroom activities that promote continuous learning and application. 3. To provide experiential learning opportunities by engaging students in simulations, role plays, and activities that develop competencies in managing cross-cultural teams, trade negotiations, and international strategy formulation.					
Module-1 Introduction to Consumer Behaviour: Meaning, Nature and Importance of Consumer Behaviour; Difference between Consumer & Customer; Nature & characteristics of Indian Consumers; Consumer Movement in India; Rights & Responsibilities of consumers in India; Consumerism: Meaning and benefits of consumerism. Consumer Research process. TLP: Power Point Presentation, Video demonstration or simulations, Chalk and Talk					
Module-2 Consumer Decision Making: Consumer Buying Decision Process, Levels of Consumer Decision Making – Four views of consumer decision making. On-line Decision Making: Meaning & Process/Stages. Situational Influences- Nature of Situational Influence, Situational Characteristics and consumption behaviour. Models of Consumer Behaviour: Input-Process-Output Model, Nicosia Model, Howard Sheth Model, Engel-Kollat-Blackwell Models of Consumer Behaviour, Class Exercise: Conducting consumer experiments. TLP: Power Point Presentation, Video demonstration or simulations, Chalk and Talk					
Module-3 Individual Determinants of Consumer Behaviour: Perception: Process, Consumer Imagery, Perceived Risk. Learning: Principles and Theories Personality: Nature, Theories, Self Concept, Psychographic and Life Style. Attitude: Structural model of attitude, attitude formation & change. Motivation: needs/motives & goals, dynamic nature of motivation, Arousal of motives, theories. TLP: Power Point Presentation, Video demonstration or simulations, Chalk and Talk					

MASTER OF BUSINESS ADMINISTRATION
Module-4

Group Determinants of Consumer Behaviour: Groups: Meaning and Nature of Groups, **Reference Group Influence:** Types of consumer relevant groups, factors affecting group influence, Application of reference group concept. Family: Functions of family, family decision making, Family Life Cycle (FLC). Dynamics of husband-wife decision making, **Opinion Leadership and Personal influence.** Dynamics of opinion leadership process, Measurement of opinion leadership, Market Mavens, Opinion Leadership & Marketing Strategy, Creation of Opinion Leaders. Diffusion of Innovation: Adoption process, Diffusion process.

TLP: Power Point Presentation, Video demonstration or simulations, Chalk and Talk.

Module-5

Environmental Influences on Consumer Behaviour: Social Class: Social Class Basics, Social class and Social status, The dynamics of status consumption, Life style profile of social class, Features of Social Class, Five Social-Class Categories in India. and beliefs in Consumer Behaviour. Subculture: Meaning, Subculture division and consumption pattern in India, Types of subcultures. Cross Culture - Cross-cultural consumer analysis - Cross-cultural marketing strategy: Cross-cultural marketing problems in India, Strategies to overcome cross-cultural problem. **Culture:** Basics, Meaning, Characteristics, Factors affecting culture, Role of customs, values

TLP: Power Point Presentation, Video demonstration or simulations, Chalk and Talk

Module-6

Customer Relationship Management: CRM Concepts - Acquiring customers, - Customer loyalty and optimizing customer relationships - CRM defined - success factors, the three levels of Service/ Sales Profiling - Service Level Agreements (SLAs), creating and managing effective SLAs.

CRM in Marketing - One-to-one Relationship Marketing - Cross Selling & Up Selling - Customer Retention, Behaviour Prediction - Customer Profitability & Value Modelling, - Channel Optimization - Event-based marketing.- CRM and Customer Service - The Call Centre, Call Scripting - Customer Satisfaction Measurement.

TLP: Power Point Presentation, Video demonstration or simulations, Chalk and Talk

Course Outcomes:

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

- CO1 The students will be able understand the background and concepts of consumer behaviour.
- CO2 The students will be able to identify the dynamics of consumer behaviour and the basic factors that influence the consumers decision process
- CO3 The students will be able to demonstrate how concepts may be applied to marketing strategy.
- CO4 Students will be able to apply and demonstrate theories to real world marketing situations by profiling and identifying marketing segments.

Assessment Details (both CIE and SEE)

The weightage of Continuous Internal Evaluation (CIE) is 50% and for Semester End Exam (SEE) is 50%. The minimum passing marks for the CIE is 50% of the maximum marks. Minimum passing marks in SEE is 40% of the maximum marks of SEE. A student shall be deemed to have satisfied the academic requirements (passed) and earned the credits allotted to each course if the student secures not less than 50% in the sum total of the CIE (Continuous Internal Evaluation) and SEE (Semester End Examination) taken together.

Continuous Internal Evaluation:

Continuous Internal Evaluation: There shall be a maximum of 50 CIE Marks. A candidate shall obtain not less than 50% of the maximum marks prescribed for the CIE

1. Two Unit Tests each of **50 Marks (Will be reduced to 25 marks)**
2. Two assignments each of **25 Marks** or **one Skill Development Activity of 50 marks** to attain the COs and POs

The sum of two tests, two assignments/Skill Development Activities, will be **scaled down to 50 marks**

CIE methods /question paper is designed to attain the different levels of Bloom's taxonomy as per the outcome defined for the course.

Semester End Examination:

MASTER OF BUSINESS ADMINISTRATION

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 50.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks with 3 sub questions.
- Each full question will have sub question covering all the topics.
- The students will have to answer five full questions; selecting four full questions from question number one to seven in the pattern of 3, 7 & 10 Marks and question number eight is compulsory.
- 40 percent theory and 60 percent problems in the SEE.

List of Text Books

1. Consumer Behaviour, Schiffman Kanuk and S. Ramesh Kumar- Pearson, Latest Edition.
2. Consumer Behaviour: A Managerial Perspective, Dr. Dheeraj Sharma, Jagdish N Sheth, Banwari Mittal, Cengage Learning, latest Edition.
3. Consumer Behaviour, Sethna, Sage Publications, 4/e, 2018.
4. Consumer Behaviour in Indian Perspective, Himalaya Publications-latest Edition.
5. Consumer Behavior, Blackwell and Engel, Cengage Publication, Indian Edition.
6. Indian Consumers, S.C.Mehta – Tata McGraw Hill

Weblinks and Video Lectures (e-Resources):

1. <https://youtu.be/ctMpHpJouoU>
2. <https://youtu.be/jSrC-EWYIJQ>
3. <https://youtu.be/dptzjrKRAm8>
4. <https://youtu.be/60eRK7AwwgM>
5. https://youtu.be/KILsxmXUm_M
6. <https://youtu.be/0srjdRDh99Y>
7. <https://youtu.be/AGYxSskyuq0>
8. <https://books.mec.biz/tmp/books/NXHQRTHBQ2L87NIU6YVN.pdf>
9. https://www.oup.com.au/data/assets/file/0025/131983/9780195597080_SC.pdf
10. <https://www.pdfdrive.com/consumer-behaviour-books.html>

Mapping of COs and POs

	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4
CO1	1	2			2			2	
CO2			2			3			
CO3				3			2	2	
CO4		2	3	2			3		3