

DEPARTMENT OF MANAGEMENT STUDIES
NATIONAL INSTITUTE OF TECHNOLOGY
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COURSE PLAN – PART I

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Course Title	Consumer Behaviour		
Course Code	MB 842	No. of Credits	2
Course Code of Pre-requisite subject(s)	NIL		
Session	October 2023	Section	-
Name of Faculty	Dr.G. Muruganantham	Department	MBA
Email	murugan@nitt.edu	Telephone No.	9865175135
Name of Course Coordinator(s) (if, applicable)	NIL		
Course Type		Core course	<input checked="" type="checkbox"/> Elective course

SYLLABUS

Unit 1 Introduction

Concept of Consumer Behaviour - Need, Importance - Inter disciplinary approach - Buying roles and Motives - Characteristics of Indian Consumer - challenges in predicting consumer behaviour.

Unit 2 Internal Influences

Foundation of Individual Behaviour - Psychological factors: Perception, Consumer learning, Attitudes, Motivation and Personality - Capturing consumer insight.

Unit 3 External Influences

Culture and Consumer Behaviour - Role of Family - References group: Role of Celebrities - Opinion leadership.

Unit 4 Purchase Decision Process

Consumer Decision Making - Major models of consumer behavior - Consumer involvement - Purchase and Post Purchase Processes - Organizational Consumer Behaviour.

Unit 5 Consumer Welfare

Value creation to consumer - Consumer expectation and satisfaction - Consumer protection act - Consumerism - Diffusion of Innovation - Managing Dissonance - Online purchase decision process - Emerging Issues - Relevant Case studies and application exercises.

Text Books:

Leon Schiffman and Leslie Kanuk, Consumer Behaviour, Prentice Hall, New Delhi.

Del, Roger, Kenneth and Amit, Consumer Behaviour, Tata McGraw Hill, New Delhi.

Ramesh Kumar, Consumer Behaviour, Pearson, New Delhi.

Satish K Batara and Kazmi, Consumer Behaviour, Excel Books, New Delhi.

Ramanuj Majumdar, Consumer Behaviour, Prentice Hall, New Delhi.

Della and Bitta, Consumer Behaviour: Concepts & Applications, Tata McGraw Hill.

Reference Books:

Wayne Hoyer and Deborah Macinnis, Consumer Behaviour, Houghton Mifflin Company, Newyork.



Henry Assael, Consumer behaviour strategic approach Biztantra, New Delhi.

COURSE OBJECTIVES

- To make the students to understand the factors influencing the consumer behaviour.
- To provide a basic understanding of the consumer decision making.
- To learn the Indian consumer insights to frame effective marketing strategies.
- To understand the various models of consumer decision making.

COURSE OUTCOMES (CO)	
Course Outcomes	Aligned Programme Outcomes (PO)
<ul style="list-style-type: none"> Students would be able to understand the concepts of consumer behaviour and its application in marketing management. 	1, 2, 3, 4,5
<ul style="list-style-type: none"> Students would be able to assess the environmental and individual determinants of consumer behaviour. 	2, 3, 5, 6
<ul style="list-style-type: none"> Students would be able to analyse the intricacies of consumer buying behaviour and strategies of consumer attitude formation and change. 	6, 7, 8, 9, 10
<ul style="list-style-type: none"> Students would be able to explain the concept of diffusion of innovation and Consumer Decision Making models. 	8, 9, 10

COURSE PLAN – PART II			
COURSE OVERVIEW			
<p>This course will be offered during the Fifth Trimester.</p> <p>Total Number of sessions: 30. Each session is 50 minutes.</p> <p>This course aims to provide the understanding of consumer behavior and insights.</p>			
COURSE TEACHING AND LEARNING ACTIVITIES			
S.No.	Week/Contact Hours	Topic	Mode of Delivery
1	1-6	First Unit in the syllabus	Lecture, Article Review
2	6-12	Second Unit in the syllabus	Case Discussion, Lecture
3	12-18	Third Unit in the syllabus	Lecture, Case Discussion, Guest Lecture
4	19-24	Fourth Unit in the syllabus	Lecture, Case Discussion, Guest Lecture
5	25-30	Fifth unit in the syllabus	Lecture, Case Discussion, Seminar, Case Presentation.

COURSE ASSESSMENT METHODS (shall range from 4 to 6)				
S.No.	Mode of Assessment	Week	Duration	% Weightage
1	Cycle Test	7	90 minutes	25
2	Assignment	3	3 weeks	15
3	Case presentation	7,8	2 weeks	10
5	Final Assessment	11	3 Hours	50
Attending all the assessments (Assessment 1 to 4) is MANDATORY for every student.				
COURSE EXIT SURVEY (mention the ways in which the feedback about the course shall be assessed)				
As per the Institute Standard procedure, Feedbacks are collected before final examination through MIS portal.				
COURSE POLICY (preferred mode of correspondence with students, compensation assessment policy to be specified)				
Through E mail, WhatsApp and in person meeting. Retest will be conducted for valid reasons.				
<u>ATTENDANCE POLICY</u> (A uniform attendance policy as specified below shall be followed)				
<ul style="list-style-type: none"> ➤ At least 75% attendance in each course is mandatory. ➤ A maximum of 10% shall be allowed under On Duty (OD) category. ➤ Students with less than 65% of attendance shall be prevented from writing the final assessment and shall be awarded 'V' grade. 				
<u>ACADEMIC DISHONESTY & PLAGIARISM</u>				
<ul style="list-style-type: none"> ➤ Possessing a mobile phone, carrying bits of paper, talking to other students, copying from others during an assessment will be treated as punishable dishonesty. ➤ Zero mark to be awarded for the offenders. For copying from another student, both students get the same penalty of zero mark. ➤ The departmental disciplinary committee including the course faculty member, PAC chairperson and the HoD, as members shall verify the facts of the malpractice and award the punishment if the student is found guilty. The report shall be submitted to the Academic office. <p>The above policy against academic dishonesty shall be applicable for all the programmes.</p>				
ADDITIONAL INFORMATION				
FOR APPROVAL				
 Course Faculty Dr.G.Muruganatham		Dr. J. Kirubakaran. CC-Chairperson Dr. J. Kirubakaran.		 HOD Dr.G.Muruganatham