


JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR

(Established by Govt. of A.P., ACT No.30 of 2008)

ANANTHAPURAMU – 515 002 (A.P) INDIA
MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management)
COMMON COURSE STRUCTURE & SYLLABI

Course Code	Specialization Elective- II	L	T	P	C
21E00304b	Consumer Behaviour	4	0	0	4
Semester		III			
Course Objectives:					
<ul style="list-style-type: none"> To explain concept of consumer behavior and different facets of consumer buying behavior To enable to understand the impact of social-economic-demographic, psychological and cultural environmental factors on buying behavior To educate in identifying types of market segments, strategies. To describe consumer decision making process and consumerism concept. To provide knowledge on consumer disputes redressal agencies and commission and consumer protection Act 1986. 					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none"> Understand consumer behaviour and insights and dimensions of consumer behaviour. Analyse and interpret the consumer behaviour and its relationship with different environment factors. Gain knowledge on communication and consumer behaviour and various models of buyer behaviour. Understand and describe consumer decision process pre –purchase and post purchase as well as repeat purchase behaviour. Recognise the mechanism of consumer disputes redressal agencies and commissions, Consumer protection act, 1986. 					
UNIT – I		Lecture Hrs: 8			
Introduction to consumer behavior: Understanding consumers and market segments. Consumer behavior and marketing strategy, Psychographic Dimensions-consumer motivation, Perception, personality, Information processing, Attitude formation and attitude change.					
UNIT – II		Lecture Hrs: 12			
Social and Cultural Environment : Economic, Demographic Cross Cultural and socio- cultural influences, Social Stratification, Reference Groups and family influences, personal influence					
UNIT - III		Lecture Hrs:12			
Communication and consumer behavior: Process, designing persuasive communication and diffusion of Innovations. Models of Buyer behavior- Howard –Sheth Model, EKB Model, Webster and Wind Model.					
UNIT – IV		Lecture Hrs:12			
Consumer decision process : High and Low Involvement, Pre-purchase processes, Purchase ,post purchase process, Consumption and Evaluation, Brand Loyalty and Repeat Purchase Behavior.					
UNIT – V		Lecture Hrs:12			
Consumerism: The roots of consumerism, consumer safety, consumer information, environmental concerns, consumer privacy, legislative responses to consumerism, and marketer responses to consumer issues. Consumer protection Act 1986, Consumer disputes Redressal agencies and Commission.					
Textbooks:					
<ul style="list-style-type: none"> Schiff man , L.G and Kanuk L.L : Consumer Behavior, 8/e ,Pearson 					
Reference Books:					
<ul style="list-style-type: none"> Ramesh Kumar : Consumer Behaviour (pearson Education) LeonG.Scistman & Leslie Leaserkarmal :Consumer Behaviour, PHI Suja R.Nair : Consumer Behaviour in Indian Perspective, Himalaya Subash Mehta : Consumer Behaviour, Tata McGraw Hill Rajjev Kumra : Consumer Behaviour, Himalaya 					
Online Learning Resources:					
https://www.studocu.com/.../consumer-behavior-lecture-notes https://freevideolectures.com/course/3497/consumer-behaviour					