

Amrita Vishwa Vidyapeetham

Amrita School of Business MBA PROGRAMME

Consumer Behaviour

Course Outline

Knowing and understanding the consumers is the key for achieving success in any Business. This essentially requires **global, environmental and societal awareness**.

'Consumer Behavior' deals with the 'why, where, when, what and how' of the pattern of buying. This inculcates **critical and integrative thinking** in the framework of social class and culture.

The course aims at building students' ability to develop ethical marketing strategies by finding answers to the following questions:

- Which consumers are the prime prospects for the product?
- What benefits do consumers expect from the product?
- Which consumer characteristics should be used to segment the market?
- Where do consumers buy the product?
- Would a different distribution system change consumers' purchasing behaviour?
- How important is price to consumers in various target markets?
- What effects would a price change have on purchase behaviour?
- What promotion appeal would influence consumers to purchase and use the products?

Evaluation Criteria:

Assignments: 25%

Class participation and Class Tests: 20%

Mid term examination: 20%

End-term examination: 35%

Course Facilitator: Shrikant G. Kulkarni, Professor of Marketing, ASB.
(sg_kulkarni@cb.amrita.edu), Personal meeting time: 3-4 PM, MFW

Text Book and References:

1. Consumer Behaviour - Marketing Strategies by Peter and Olson
2. Consumer Behaviour Concepts & Applications by Loudon and Della Betta.
3. Consumer Behaviour by J.F. Engel, R.D. Blackwell and P.W. Miniard.
4. Consumer Behaviour Advances & Applications in Marketing by Robert East.
5. Contemporary Marketing & Consumer Behaviour by Sherry JR.
6. The Emerging Consumer by Rajani Chadha.
7. Consumer Behaviour by J.C. Mowen

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Session	Topic	Essential reading; Chapters from R.B. 1.
1	Introduction to Consumer Behaviour & Marketing strategy	1 & 2
2	Wheel of CB	3
	Assignment -I weightage 5%	
3-4-5	Knowledge, Schema, Script, Means-End-Chain	4
	Class test I weightage 10%	
6-7-8	Attention, Comprehension, Involvement	5
	Assignment -II weightage 10%	
9-10-11	Attitudes, Reasoned Thinking & Intentions	6
12	Consumer decision making	7
	MID TERM EXAMINATION weightage 20%	
13	Introduction to Behaviour	8
14	Classical & Operant Conditioning, Vicarious Learning, Modelling	9,10
15	Analysing Consumer Behaviour	11
16	Introduction to the Environment	12
17	Culture, Subculture, Social Class & Cross cultural Influences and Reference groups	13,14, 15
	Assignment -III weightage 10%	
18	Market segmentation & Product positioning	16
19	Consumer Behaviour & Product strategy	17
20	Consumer Behaviour & Promotion strategy	18
21	Consumer Behaviour & Pricing strategy	19
22	Consumer Behaviour & Channel strategy	20
23	Social & Ethical considerations	21
24	Conclusion	

END TERM EXAMINATION weightage 35%