

DSEM002 – Consumer Behavior

**Masters of Commerce
Semester II
DSE – Marketing
DSEM002- Consumer Behavior**

Course Type/ Course Code	Course Title	Lectures	Tutorials	Practical	Credit	Pre-requisites
DSC - DSEM002	Consumer Behaviour	3	1	0	4	NIL

Objective: The course offers an in-depth understanding of consumer buying processes and the various factors that influence them. It focuses on applying this knowledge to support effective and strategic marketing decision-making.

Learning Outcomes: On completion of this course, the student should be able to:

- Examine consumer behaviour and its relationship with key marketing concepts.
- Analyse the process of consumer decision-making and apply it in marketing contexts.
- Describe the psychological and personal variables that influence consumer behaviour.
- Evaluate the relationship between attitudes and behaviour through relevant theoretical models.
- Explain the socio-cultural factors that shape consumer decision-making.

Contents:

Unit I (10 hours)

Importance and nature of consumer behaviour; Types of consumers and their role; Consumer behaviour and the marketing concept; Emerging Indian consumer trends; Consumer research – overview of process, complexities and ethical issues.

Unit II (12 hours)

Buying motives and theories of motivation; Consumer buying process; Stages and levels of consumer decision making; Theories of motivation and their application; Perception, perceptual mapping and positioning; Learning theories and attitude formation and change, Personality, psychographics, lifestyle and consumer involvement, Consumer sentiment analysis and AI-driven profiling.

Unit III

(12 hours)

Family, household, and family life cycle influences; Reference groups, opinion leaders and word-of-mouth communication; Social class and social stratification in India; Cultural and sub-cultural influences on consumer behaviour; Consumer socialization and inter-generational influences; Cross-cultural consumer behaviour in globalized digital markets, Digital communities, influencers and identity consumption.

Unit IV

(11 hours)

Overview of contemporary models: deterministic and probabilistic approaches; Major consumer behaviour models; Business buying behaviour: characteristics and processes; Application of consumer behaviour insights in marketing strategy, Sustainable consumption and green consumerism.

Tutorial Exercise: Students would be asked to perform case analysis on consumer decision-making process and design marketing mix strategies for various types of product and service categories.

Suggested Readings:

- Schiffman, L. G., Wisenblit, J., & Kumar, S. R. (2021). *Consumer behavior* (12th ed.). Pearson Education India.
- Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2020). *Consumer behavior* (12th ed.). Cengage Learning.
- Hawkins, D. I., Mothersbaugh, D. L., & Mookerjee, A. (2023). *Consumer behavior: Building marketing strategy* (15th ed.). McGraw-Hill Education.
- Solomon, M. R. (2024). *Consumer Behavior: Buying, Having, and Being* (14th ed.). Pearson.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2023). *Marketing 5.0: Technology for Humanity*. Wiley.
- Tuten, T. L., & Solomon, M. R. (2024). *Social Media Marketing* (4th ed.). Sage.
- Assael, H. (2004). *Consumer behavior and marketing action* (8th ed.). South-Western Cengage Learning.
- Paul, P. J., & Olson, J. C. (2005). *Consumer behavior and marketing strategy* (7th ed.). McGraw-Hill Education.