

Web Hosting: Webhost-types, VPS-Domain for a website, DNS Information. Webhost: Bandwidth Control Panels- Statistics- uptime-Ecommerce. Website Design: Introduction, Role of Website in B2C Ecommerce, Website strategies and Goals. Search Engine Optimization (SEO): Introduction, Importance of SEO, History of Search Engines, How search Engines Operate, Crawling Techniques. Basic types of Search Tools, How People use search engines and portals, Page rank, Anatomy of Hyperlink, Keywords and Queries, How to conduct Keyword Research, Why site structure is important.

Unit 4: E-Marketing

(12 Hours)

Concept, traditional marketing vs e-marketing, Browsing behaviour model, advantages of e-marketing, e-marketing strategies: permission-marketing, affiliate marketing, viral marketing, social media marketing, content marketing, m-commerce, e-commerce security risks, legal and ethical issues.

Essential/recommended Readings (latest editions of readings to be used)

1. Laudon, Kenneth C.: *E-Commerce : Business, Technology, Society*, 4th Edition, Pearson.
2. Joseph, S.J.: *E-Commerce: an Indian perspective*, Prentice-Hall of India.
3. Awad, Elias, M.: *Electronic Commerce*, Prentice-Hall of India.
4. Pandey, U.S. and Shukla, Saurabh: *E-Commerce and Mobile commerce Technologies*, S. Chand.

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.

DISCIPLINE SPECIFIC ELECTIVE – MARKETING (DSE-7)

DSE 7: CONSUMER BEHAVIOR

Credit distribution, Eligibility and Pre-requisites of the Course

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Consumer Behaviour (DSE 7)	4	3	1	0	Class XII	Basics of Marketing

Learning Objectives

- To equip learners with basic knowledge about issues and dimensions of consumer behavior.
- Develop understanding of analysing consumer information to create consumer-oriented marketing strategies.

Learning Outcomes

On successful completion of the course the learner will be able to:

- Examine the importance of consumer behaviour
- Analyse different consumer behavior influences and their impact on consumer choices.
- Demonstrate how knowledge of consumer behavior influences can be applied to marketing decisions.
- Explore the consumer decision making process.
- Design effective marketing strategies to influence consumer behavior.

SYLLABUS OF DSE 7

Unit 1: Introduction to Consumer Behavior

(6 Hours)

Consumer Behaviour: Nature, scope & application: Importance of consumer behaviour in marketing decisions, characteristics of consumer behaviour, role of consumer research, consumer behaviour- interdisciplinary approach. Introduction to 'Industrial Buying Behaviour'. Market Segmentation: VALS 2 segmentation profile.

Unit 2: Internal Influences on Consumer Behavior

(15 Hours)

Consumer Needs & Motivation: Characteristics of motivation, arousal of motives, theories of needs & motivation: Maslow's hierarchy of needs, McLelland's APA theory, Murray's list of psychogenic needs, Bayton's classification of motives, self-concept & its importance, types of involvement. Personality & Consumer Behaviour: Importance of personality, theories of personality- Freudian theory, Jungian theory, Neo-Freudian theory, Trait theory: Theory of self-images; Role of self- consciousness.

Consumer Perception: Concept of absolute threshold limit, differential threshold limit & subliminal perception: Perceptual Process: selection, organisation & interpretation. Learning & Consumer Involvement: Importance of learning on consumer behaviour, learning theories: classical conditioning, instrumental conditioning, cognitive learning & involvement theory. Consumer Attitudes: Formation of attitudes, functions performed by attitudes, models of attitudes: Tri-component model, multi-attribute model, attitude towards advertisement model: attribution theory.

Unit 3: External Influences on Consumer Behavior

(12 Hours)

Group Dynamics & consumer reference groups: Different types of reference groups, factors affecting reference group influence, reference group influence on products & brands, application of reference groups.

Family & Consumer Behaviour: Consumer socialisation process, consumer roles within a family, purchase influences and role played by children, family life cycle. Social Class & Consumer behaviour: Determinants of social class, measuring & characteristics of social class.

Culture & Consumer Behaviour: Characteristics of culture, core values held by society & their influence on consumer behaviour, introduction to sub-cultural & cross-cultural influences.

Opinion Leadership Process: Characteristics & needs of opinion leaders & opinion receivers, interpersonal flow of communication.

Unit 4: Consumer Decision Making Process

(12 Hours)

Diffusion of Innovation: Definition of innovation, product characteristics influencing diffusion, resistance to innovation, adoption process.

Consumer Decision making process: Process-problem recognition, pre-purchase search influences, information evaluation, purchase decision (compensatory decision rule, conjunctive decision, rule, Lexicographic rule, affect referral, disjunctive rule), post-purchase evaluation; Situational Influences.

Models of Consumer Decision making: Nicosia Model, Howard-Sheth Model, Howard- Sheth Family Decision Making Model, Engel, Kollat& Blackwell Model, Sheth Newman Gross Model of Consumer Values.

NOTE: Cases & application to marketing will be taught with respect to each topic.

Essential/recommended Readings (latest edition of books will be used)

1. Schiffman, L. G., Wisenblit, J., & Kumar, S.R. (2018). *Consumer Behaviour*. 12th edition. Pearson Education.
2. Solomon, M. R., & Panda, T. K. (2020). *Consumer Behavior: Buying, Having, and Being*. 13th edition. Pearson Education.
3. Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2016). *Consumer Behavior*. Cengage Learning.

Suggestive Readings (latest edition of books will be used)

1. Hawkins, D. I., Best, R. J., & Coney, K. A. (2003). *Consumer Behavior: Building Marketing Strategy*. McGraw-Hill/Irwin.
2. Hawkins, D. I., Mothersbaugh, D., & Mookerjee, A. (2010). *Consumer Behaviour – Building Marketing Strategy*. 11th edition. McGraw Hill Education.
3. Kotler, P., & Keller, K. L. (2015). *Marketing Management. 15th edition*. Pearson Education India.

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