

Course Focusing on Human Values and Professional Ethics

| Sem. | Course Code | CONSUMER BEHAVIOUR | Total Marks: 100 | | Hours Per Week | Credits |
|------|-------------|---------------------------|------------------|--------|----------------|---------|
| | | | CIA:25 | ESE:75 | 5 | 4 |
| V | 17UABET505 | | | | | |

OBJECTIVE(S):

On successful completion of the course the students could have understand consumer motivation, perception, attitude and decision making.

COURSE OUTCOMES:

- CO1 Able to identify the dynamics of human behaviour and the basic factors that influence the consumer's decision process.
- CO2 Understand the consumer research process and consumer motivation.
- CO3 Acquire the knowledge in behavioral theories.
- CO4 Identify the consumers on the basis of socio-economic nature.
- CO5 Develop the knowledge related to consumer decision making.

UNIT I

Introduction - Consumer Behaviour - Definition-Scope of Consumer Behaviour - Discipline of Consumer Behaviour - Customer Value Satisfaction - Retention - Marketing Ethics.

UNIT II

Consumer Research - Paradigms - The Process of Consumer Research - Consumer Motivation - Dynamics – Types – Buying Motives - Consumer Perception.

UNIT III

Consumer Learning - Behavioral Learning Theories - Measures of Consumer Learning - Consumer Attitude - Formation - Strategies for Attitude Change.

UNIT IV

Social Class Consumer Behaviour - Lifestyle Profiles of Consumer Classes - Cross Cultural Customer Behaviour Strategies.

UNIT-V

Consumer Decision Making - Opinion Leadership - Dynamics - Types of Consumer Decision Making - A Model of Consumer Decision Making.



Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.

TEXT BOOK:

Leon G Schiff Man and Leslie Lazar Kanuk, "Consumer Behaviour", Pearson Education. Chennai, 11th Edition 2015.

REFERENCE BOOKS:

1. Paul Green Berg- Customer Relationship Management- Tata Mc Graw Hill, 2nd Edition, 2002.
2. Barry Berman and Joel R Evans- Retail Management- A Strategic Approach- Prentice Hall of India, Tenth Edition, 2006.
3. Gibson G Vedamani – Retail Management- Functional Principles and Practice, Jaico Publishing House, Second Edition, 2004.

| QUESTION PAPER PATTERN | | |
|--|--|--|
| SECTION - A | SECTION - B | SECTION - C |
| 10 x 1 = 10 Marks (Multiple Choice, Four options) Two questions from each unit | 5 x 7 = 35 Marks (Either or Choice) Two questions from each unit | 3 x 10 = 30 Marks (Answer any Three Questions) One question from each unit |

L. V. W. R.
 HEAD OF THE DEPARTMENT
 DEPARTMENT OF BUSINESS ADMINISTRATION
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 ERODE - 638 107.



L. V. W. R.
Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.