

## Elective Course 2: Consumer Buying Behaviour

Course Type:	PS: Program Specialisation	Course Credits:	2
Course Code:	M3PE510	Course Duration:	30 Hours

### Course Outcomes:

- To introduce students to concepts, theories, and models of consumer behaviour.
- To equip students with analytical skills to understand factors influencing consumer purchase decisions.
- To develop capabilities to apply consumer behaviour insights to marketing strategies and campaigns.
- To enhance students' skills in conducting consumer research and behavioural analysis.
- To cultivate understanding of contemporary trends in consumer psychology, including digital and social influences.

### Course Outcomes:

- CO1: Understand how consumers differ in their behaviours across categories, situations
- CO2: Apply consumer's decision-making process (DMP) at various stages of the buying process to make appropriate decision
- CO3: Analyze the consumer decision making process based on above frameworks and make optimal decisions
- CO4: Evaluate different forces shaping consumer behaviour and their impact on marketing strategies
- CO5: Create a marketing plan based on the frameworks learnt in this course.

Unit/ Module	Content	CO Mapping	Hours Assigned
1	Psychology of Buying Process: Frameworks- High involvement v/s low involvement; Cognitive v/s Emotional, optimizing v/s Satisficing; compensatory v/s non-compensatory decision making	CO1, CO2, CO3	4

2	Motivation, attitudes, perception, learning and role in consumer buying decision	CO1, CO2	3
3	Consumer decision making process – Pre-purchase – triggers for need recognition; search and consideration of alternatives, evaluation of alternatives; role of above frameworks in this stage of buying process	CO1, CO2, CO3	2
4	Purchase Process – which brand, from which sell, when to buy, how to pay?	CO2, CO3, CO4	2
5	Post-purchase decisions- after sales care, end of life recycle, Net Promoter score, loyalty programmes for customer retention	CO2, CO3, CO4	2
6	Prospect Theory, endowment effect and impact on consumer psychology, influence on diffusion of innovation, 9X effect, capturing value from Innovation	CO2, CO3, CO4	3
7	Forces impacting consumer behaviour – ageing of society, women in the workforce, declining middle-class; social media – role in every stage of the buying process, reasons for usage of social media by consumers	CO2, CO3, CO4	3
8	Impact of AI Platforms and digital assistants on Consumer behaviour – navigate consumer choices, control access to companies, reduced role of brand recognition; understanding algorithms used to choose and identify brands for each customer; promotion of branding outside AI platforms; acquisition of consumer data from platforms to inhibit brand switching.	CO3, CO4	2
9	CO-creating value with consumers – crowdsourcing, lead user research; fringe	CO2, CO3,	2

	customers – lovers, haters, opt-outers of the brand/category, role of empathy, online ethnography (Netnography) to analyze conversations of consumer in brand communities	CO4	
10	Brand culture – material markers v/s brand culture, authors of a brand culture – company, popular culture, customers, influencers, role of stories, images, and associations in creating brands a cultural artefacts, brand values – reputational, relationship, experiential, symbolic	CO2, CO3, CO4	3
11	Brand Storytelling -emotional connect, elements of a good story – strong ideological message, unforgettable characters for affiliation, conflict as a driving force, dynamic plots; use of humour, fear, romance, irony as storytelling devices to resonate with consumers	CO2, CO3, CO4	2
12	Conscience Marketing – socially and environmentally responsible products, carbon footprint of supply chains,	CO2 , CO3 , CO4	2

**Text Books:**

1. Consumer Behavior. Hawkins, Best and Coney. Irwin/McGraw Hill
2. Consumer Behaviour. Leon Schiffman, Joseph Wisenblit, Ramesh Kumar, 12e, Pearson

**Reference Books:**

1. Why we buy: The Science of shopping. Paco Underhill. Pearson
2. Thinking Fast and Slow. Daniel Kahneman. Penguin

3. Customer Behavior: A Managerial Perspective. Jagdish Sheth, Banwari Mittal.  
Thomson/South Western

