

INDIAN INSTITUTE OF TECHNOLOGY ROORKEE

NAME OF DEPARTMENT/CENTRE: Department of Management Studies

1. **Subject Code:** BMN-671 **Course Title:** Advanced Consumer Behavior Analysis
2. **Contact Hours:** **L:** 3 **T:** 0 **P:** 0
3. **Examination Duration (Hrs.):** **Theory:** 2 **Practical:** 0
4. **Relative Weightage:** **CWS:** 50 **PRS:** 0 **MTE:** 0 **ETE:** 50 **PRE:** 0
5. **Credits:** 1.5 **6. Term:** IV/V/VI/VII
7. **Pre-requisite:** Nil **8. Subject Area:** PEC
9. **Objective:** To develop an understanding of the consumer decision making process, various factors influencing the decision-making process and the strategic applications of understanding consumer behavior in marketing functions of firms.

10. Details of the Course

S.No.	Contents	Contact hours
1.	Consumer behavior introduction: Nature, scope, understanding core marketing concepts - market segmentation, targeting, and positioning, customer value, satisfaction, and retention. Consumer Decision Making Process	4
2.	Individual determinants of consumer behavior –consumer motivation, personality, and perception: The dynamics of motivation, theories of needs, personality and self-perception, personality traits, personality development, personality theories and application, sensory information, absolute and differential thresholds, perceptual selection, organization, and interpretation.	4
3.	Individual determinants of consumer behavior – consumer learning, attitude formation and change: Elements of consumer learning-motives, cues, reinforcement; classical conditioning, instrumental conditioning, observational learning, cognitive learning; information processing; outcomes and measures of consumer learning -recognition and recall, brand loyalty and brand equity; characteristics and functions of attitude ,attitude theories and models.	4
4.	Environmental influences on consumer behavior: Role of culture in understanding consumer behavior, cultural values, subcultures, ethnicity, cross-cultural consumer behavior, social class, process of social stratification, family and household influences, consumer socialization, family life cycle, family decision- making and role of members.	5
5.	Influencing Consumer Behavior: Persuading consumers- elements of communication, channels of communication; shaping consumers' opinion-reference groups and communities, endorsers, spokesperson, opinion leaders, and word-of-mouth.	4
Total		21

11. Suggested Books:

S.No.	Name of Authors/Book/Publisher	Year of Publication / Reprint
1.	Blackwell, R.D., Miniard, P.W. and Engel, J. F, Rahman, Z., "Consumer Behavior",10 th Ed.,Cengage India	2017
2.	Schiffman, L. and Kanuk, L., "Consumer Behavior", 12 ed., Prentice Hall	2018
3.	Jain, V., and Seth, J, "Consumer Behaviour: A Digital Native", Pearson	2019
4.	Solomon,M.R.,"ConsumerBehavior",13 Ed., Prentice Hall	2020