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Course Introduction:

Consumer occupies the coveted position of being at the center of the business environment. She is the reason why organizations exist and function. Therefore, it is but natural that an organization's resources are directed at keeping the consumer delighted. It is easier said than done. Deciphering the mind of the consumer to understand not just 'what' but also 'why' and 'how' requires understanding of a cross-disciplinary area of study called Consumer Behavior. The subject considers an individual as the primary object of study and delineates the various psychological (e.g. attitude, personality) and social (e.g. culture, social class) factors influencing the consumer. This sets the stage for understanding how and why consumers take consumption decisions. An in-depth understanding of the various facets of consumer forms the basis for developing the knowledge and skill to positively influence the target market's consumption choices resulting in a win-win situation for the consumer and the organization.

Learning Outcomes:

The following are the learning outcomes of the course:
1. To enhance awareness of various psychological factors influencing the behavior of the consumer.
2. To enhance awareness of various social factors influencing the behavior of the consumer.
3. To understand the buying decision-making process of consumers.
4. To enable the student to create customer-centric marketing strategies.

Course Pedagogy:

The teaching methodology will be an optimum amalgamation of classroom teaching and case discussions. Additional reading material will be provided for broadening the horizons of knowledge. Students are also advised to read articles and research papers from the various sources mentioned herein. This will enable students to draw in references from diverse range of sources and actively participate in classroom discussions. Students are also expected to observe others' consumption behavior and do a self-introspection of their own consumption behavior. A greater sensitivity towards advertisements and other marketing activities by companies is also desired from the students.

Course Readings:
Reference books

1.	Schiffman, L.G., Wisenblit, J., & Kumar, R. (2015). *Consumer Behavior*. 11th edition, Pearson Education (ISBN: 9789332537644) [SWK]
2.	Hawkins, D.I., Motherbaugh, D. L. & Mookerjee, A. (2014). *Consumer Behavior – Building Marketing Strategy*. 12th edition, TMH Ltd (9789351344797) [HMM].
3.	Blackwell, R.D., Miniard, P.W., Engel, J.F., & Rahman, Z. (2018). Consumer Behavior. 10th edition, Cengage Learning (ISBN-13: 978-93-866-5087-0).

Suggested readings

1.	Bijapurkar, R. (2009). *We Are Like That Only: Understanding the Logic of Consumer India*. Penguin.
2.	Lindstrom, M. (2009). *Buyology: How Everything We Believe About Why We Buy Is Wrong*. Random House.
3.	Cialdini, R. B. (2007). *Influence: The Psychology of Persuasion*. Harper Collins.

A course packet of readings and cases would be circulated at the commencement of the course. HBR & MITSMR reading material along with reading material from other sources as mentioned in the Course Outline will be provided in soft copy format. All material provided are copyrighted and therefore, not to be shared outside the IMI Bhubaneswar academic community.

Course Evaluation criteria:

Evaluation component	Weightage	Learning Outcomes
Assignments/Class participation	20%	LO1, LO2, LO3, LO4
Project	20%	LO1, LO2, LO3, LO4
Quiz	20%	LO1, LO2, LO3, LO4
End-term	40%	LO1, LO2, LO3, LO4
Total	100%	

Class participation is based upon your contribution during discussions in the class. You would be given marks based on your performance in each session. You are expected to come prepared to answer the case problems. You may be called upon to speak on the case or the assigned reading material. The choice of speaker will be completely random. The assignments will be notified during the course. The end-term examination will be case based.

Plagiarism

We are committed to upholding the highest standards of academic integrity and honesty. Plagiarism is the use of or presentation of ideas, works that are not one's own and which are not common knowledge, without granting credit to the originator. You may refer the already available content just for your reference and to get the basic ideas. Only 20% of such content is acceptable, above that comes under the definition of Plagiarism which is unacceptable in IMI and will be treated seriously. All such cases will be referred to the appropriate body of the Institute for suitable disciplinary action.

Session Plan:

Session	Topic	Learning Outcomes	Reading
1-3.	Introduction: Consumer behaviour and marketing strategy ➢ What is consumer behavior? ➢ Why study consumer behavior? ➢ Legal aspects of consumer behavior	LO – 1 LO - 4	SWK: Ch. 1. HMM: Ch. 1 & 20. Reading Material (RM): **The new Indian consumer.**
	Consumer motivation ➢ The motivation process. ➢ Nature of motivation. ➢ Classifying motives. ➢ Motive arousal. ➢ Needs and theories of needs.		SWK: Ch. 4. HMM: Ch. 10. Case: *Big Bazaar: Serving the classes.* RM: The marketing myths and consumers' fear of marketing.
4-6.	Consumer learning and memory ➢ The learning process. ➢ Classifying learning theories. ➢ Implications of consumer learning. ➢ Memory and consumer behavior.	LO – 1 LO - 4	SWK: Ch. 5. HMM: Ch. 9. Case: *Film-based merchandising in India.* RM: Look after me and I will look after you!
7-9.	Consumer perception ➢ Information acquisition. ➢ Perceptual encoding. ➢ Marketing implications.	LO – 1 LO - 4	SWK: Ch. 4. HMM: Ch. 8. Case: *Golden rendezvous – The personality of Gold Flake Filter Kings.* RM: **The customer has escaped.**
10-12.	Consumer personality and self-concept ➢ Theories of personality. ➢ The implications of consumer personality on marketing. ➢ The concept of self and different images. ➢ Self-concept and consumer behavior.	LO – 1 LO - 4	SWK: Ch. 3. HMM: Ch. 12. Case: *Golden rendezvous – The personality of Gold Flake Filter Kings.* RM: A blueprint for consumer behavior research on personality.

13-15.	Formation of consumer attitudes	LO – 1	SWK: Ch. 6.
	➢ Consumer attitudes.	LO - 4	HMM: Ch. 11.
	➢ Characteristics of attitudes.		Case: *McDonalds in India.*
	➢ Functions of attitudes.		RM: There are many reasons
	➢ Sources of attitude development.		to drive a BMW.
	Changing of consumer attitudes		SWK: Ch. 6.
	➢ Attitude theories and models.		HMM: Ch. 11.
	➢ The need for attitude change.		Case: *Burnol: The burns specialist.*
	➢ Strategies of attitude change.		RM: Comparative and non-comparative advertising: Attitudinal effects under cognitive and affective involvement conditions.
	➢ Process of attitude change.		
16-18.	Reference groups and family	LO – 2	SWK: Ch. 9 – 10.
	➢ Factors influencing groups	LO - 4	HMM: Ch. 6-7.
	➢ The concept of family		Case: *Disney consumer products: Marketing nutrition to children.*
	➢ The family life cycle.		
	➢ Dynamics of family decision making.		
	Social class		SWK: Ch. 10.
	➢ Social structure and social class.		HMM: Ch. 4.
	➢ Profiling of social class.		RM: Social class and consumer behavior: The relevance of class and status.
	➢ Consumer behavior applications of social class.		
19-21.	Effect of culture and sub-culture on consumer behavior	LO – 2	SWK: Ch. 11
	➢ Meaning and characteristics of culture.	LO - 4	HMM: Ch. 2-3 & 5. Case: *Burger King, Philippines.* RM: A test of validity of Hofstede's cultural framework.
	➢ Cultural values.		
	➢ Cultural change and counter cultures.		
	➢ Sub-culture and its typologies.		
	Cross-cultural consumer behavior		SWK: Ch. 12
	➢ Consumer analysis		HMM: Ch. 2-3.
	➢ Segmentation		Case: *Burger King, Philippines.*
	➢ Strategies for reaching out to the global customer.		RM: Cross-cultural consumer behavior: A review of research findings.

22-24.	Communication and opinion leadership ➤ Components and process. ➤ Designing persuasive communication. ➤ Dynamics of opinion leadership process. ➤ Implications for marketing strategies.	LO – 2 LO - 4	SWK: Ch. 7-8 Case: *Burger King, Philippines.* Exercise: *Study the culture of Philippines and prepare a communication strategy for cross-cultural communication by Burger King.* RM: Word of mouth and viral marketing: Taking the temperature of the hottest trends in marketing.
25-27.	Diffusion of innovation ➤ The diffusion and adoption process ➤ Implications on marketing strategies	LO – 1 LO - 2 LO – 3 LO - 4	SWK: Ch. 13 Case: *Café Coffee Day* RM: **The age of consumer innovator.**
	Consumer decision making ➤ Levels of decision making. ➤ Models of consumers. ➤ Decision making process.		SWK: Ch.13. HMM: Ch. 14-18. Case: *Mr. Rambir Singh and his family: Buying insurance* RM: RM: Empirical models of consumer behavior
28-30.	Market segmentation ➤ Consumer routed segmentation. ➤ Consumption routed segmentation. ➤ Implementing segmentation specific strategies.	LO – 1 LO - 2 LO – 3 LO - 4	SWK: Ch. 2 Case: *The Fashion Channel.* RM: The concept and application of lifestyle segmentation.