



INTERNATIONAL MANAGEMENT INSTITUTE, BHUBANESWAR
POSTGRADUATE DIPLOMA IN MANAGEMENT (PGDM)
CONSUMER BEHAVIOUR (MK601)
CREDIT: Full (3 Credits)
SESSION DURATION: 60 Minutes

TERM: IV
YEAR: 2021-2022
BATCH: PGDM 2020-22

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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 psychological factors influencing consumer behavior (LO1).
2. To disseminate understanding of social factors influencing consumption decisions (LO2).
3. To heighten comprehension of buying decision process of consumers (LO3).
4. To enable the student to create customer-centric marketing strategies (LO4).

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%	L01, L02, L03, L04
Project	20%	L01, L02, L03, L04
Quiz	20%	L01, L02, L03, L04
End-term	40%	L01, L02, L03, L04
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.

For projects, student groups are expected to prepare a report on a product failure/success analysis taking into consideration the psychological and socio-cultural aspects of consumer behavior. Evaluation will be done based on exhaustiveness of literature review and objectivity of analysis. The breakup of marks is as follows:

1. Structure of report (10): Whether it is covering all possible dimensions of analysis as headings and sub-headings. I would expect the report to be of about 8 pages in total.
2. Content and analysis (10): The depth of analysis, reflection of consumer behaviour models in your analysis, and the language used.

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
1-2.	<p>Introduction: Consumer behavior and marketing strategy</p> <ul style="list-style-type: none"> What is consumer behavior? Why study consumer behavior? Legal aspects of consumer behavior 	<p>LO – 1 LO - 4</p>	<p>SWK: Ch. 1. HMM: Ch. 1 & 20. RM:</p> <ul style="list-style-type: none"> The new Indian consumer https://www.academia.edu/download/63864868/New_Indian_Consumer20200708-110297-1mbmk6h.pdf Studying consumer behavior in an online context https://www.frontiersin.org/articles/10.3389/fpsyg.2019.02731/full
3-4.	<p>Consumer motivation</p> <ul style="list-style-type: none"> The motivation process. Nature of motivation. Classifying motives. Motive arousal. Needs and theories of needs. 	<p>LO – 1 LO - 4</p>	<p>SWK: Ch. 4. HMM: Ch. 10. Case:</p> <ul style="list-style-type: none"> Big Bazaar: Serving the classes. <p>RM:</p> <ul style="list-style-type: none"> The marketing myths and consumers' fear of marketing. https://doi.org/10.1108/07363760910976556
5-7.	<p>Consumer learning and memory</p> <ul style="list-style-type: none"> The learning process. Classifying learning theories. Implications of consumer learning. Memory and consumer behavior. 	<p>LO – 1 LO - 4</p>	<p>SWK: Ch. 5. HMM: Ch. 9. Case:</p> <ul style="list-style-type: none"> Film-based merchandising in India. <p>RM:</p> <ul style="list-style-type: none"> Look after me and I will look after you! https://doi.org/10.1108/073637600610712957
8-10.	<p>Consumer perception</p> <ul style="list-style-type: none"> Information acquisition. Perceptual encoding. Marketing implications. 	<p>LO – 1 LO - 4</p>	<p>SWK: Ch. 4. HMM: Ch. 8. Case:</p> <ul style="list-style-type: none"> Golden rendezvous – The personality of Gold Flake Filter Kings. <p>RM:</p> <ul style="list-style-type: none"> A systematic review of consumer perceptions of smart packaging technologies for food https://www.frontiersin.org/articles/10.3389/fsufs.2020.00063/full
11-13.	<p>Consumer personality and self-concept</p> <ul style="list-style-type: none"> Theories of personality. The implications of consumer personality on marketing. 	<p>LO – 1 LO - 4</p>	<p>SWK: Ch. 3. HMM: Ch. 12. Case:</p> <ul style="list-style-type: none"> Golden rendezvous – The personality of Gold Flake Filter Kings

	<ul style="list-style-type: none"> The concept of self and different images. Self-concept and consumer behavior. 		RM: <ul style="list-style-type: none"> What marketers should know about personality-based marketing https://hbr.org/2018/05/what-marketers-should-know-about-personality-based-marketing
14-17.	Formation of consumer attitudes <ul style="list-style-type: none"> Consumer attitudes. Characteristics of attitudes. Functions of attitudes. Sources of attitude development. 	LO – 1 LO - 4	SWK: Ch. 6. HMM: Ch. 11. Case: <ul style="list-style-type: none"> McDonalds in India. RM: <ul style="list-style-type: none"> Consumer attitudes: A small factor that makes a big impact https://www.forbes.com/sites/forbescommunicationscouncil/2019/04/19/consumer-attitudes-a-small-factor-that-makes-a-big-impact/?sh=fa46127fa8e9
	Changing of consumer attitudes <ul style="list-style-type: none"> Attitude theories and models. The need for attitude change. Strategies of attitude change. Process of attitude change. 		SWK: Ch. 6. HMM: Ch. 11. Case: <ul style="list-style-type: none"> Burnol: The burns specialist. RM: <ul style="list-style-type: none"> The new consumer behaviour paradigm amid COVID-19: Permanent or transient? https://doi.org/10.1177/0972063420940834
18-19.	Reference groups and family <ul style="list-style-type: none"> Factors influencing groups The concept of family The family life cycle. Dynamics of family decision making. 	LO – 2 LO - 4	SWK: Ch. 9 – 10. HMM: Ch. 6-7. Case: <ul style="list-style-type: none"> Disney consumer products: Marketing nutrition to children (HBSP)
	Social class <ul style="list-style-type: none"> Social structure and social class. Profiling of social class. Consumer behavior applications of social class. 		SWK: Ch. 10. HMM: Ch. 4. RM: <ul style="list-style-type: none"> Social class influences on purchase evaluation criteria https://doi.org/10.1108/07363760210426067
20-21.	Effect of culture and sub-culture on consumer behavior <ul style="list-style-type: none"> Meaning and characteristics of culture. Cultural values. Cultural change and counter cultures. Sub-culture and its typologies. 	LO – 2 LO - 4	SWK: Ch. 11 HMM: Ch. 2-3 & 5. Case: <ul style="list-style-type: none"> Burger King, Philippines RM: <ul style="list-style-type: none"> A test of validity of Hofstede’s cultural framework. https://doi.org/10.1108/07363760810902477

	<p>Cross-cultural consumer behavior</p> <ul style="list-style-type: none"> • Consumer analysis • Segmentation • Strategies for reaching out to the global customer. 		<p>SWK: Ch. 12 HMM: Ch. 2-3. Case: ▪ Burger King, Philippines. RM: ▪ Ethnoconsumerism: A new paradigm to study cultural and cross-cultural consumer behavior https://www.academia.edu/download/50715922/Ethnoconsumerism_A_New_Paradigm_to_Study20161204-3078-1oe3gg2.pdf</p>
22-23.	<p>Communication and opinion leadership</p> <ul style="list-style-type: none"> • Components and process. • Designing persuasive communication. • Dynamics of opinion leadership process. • Implications for marketing strategies. 	<p>LO – 2 LO - 4</p>	<p>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: ▪ How Language Shapes Word of Mouth's Impact https://doi.org/10.1509/jmr.15.0248</p>
24-25.	<p>Diffusion of innovation</p> <ul style="list-style-type: none"> • The diffusion and adoption process • Implications on marketing strategies 	<p>LO – 1 LO - 2 LO – 3 LO - 4</p>	<p>SWK: Ch. 13 Case: ▪ Café Coffee Day RM: ▪ The age of consumer innovator http://hdl.handle.net/1721.1/77937</p>
26-27.	<p>Ethics in consumer behavior Consumer decision making</p> <ul style="list-style-type: none"> • Levels of decision making. • Models of consumers. • Decision making process. 	<p>LO – 1 LO - 2 LO – 3 LO - 4</p>	<p>SWK: Ch.13. HMM: Ch. 14-18. Case: ▪ Mr. Rambir Singh and his family: Buying insurance RM: ▪ A critique of the orientations in theory development in consumer behavior: Suggestions for the future https://www.acrwebsite.org/volumes/6347/volumes/v12/NA-12</p>
28-30.	<p>Market segmentation</p> <ul style="list-style-type: none"> • Segmentation based on consumer and consumption • Implementing segmentation specific strategies. 	<p>LO – 1 LO - 2 LO – 3 LO - 4</p>	<p>SWK: Ch. 2 Case: ▪ The Fashion Channel (HBSP) RM: ▪ New criteria for market segmentation https://hbr.org/1964/03/new-criteria-for-market-segmentation</p>