



**Calcutta Business School  
(A Unit of Shikshayatan Foundation)**

**Post Graduate Diploma in Management Program (PGDM)**

**Course Title: Consumer Behaviour**

**Term: III**

**Batch 2020-22**

**Course Instructor: Dr Pinaki Ranjan Bhattacharyya**

**Course Code: 22204**

**Academic Year: 2021**

**Credit: 3**

**Course Overview**

All organisations have consumers who ultimately seek, purchase, evaluate, use and dispose of products and services that they expect will satisfy their personal needs. The course provides a foundation to understand the factors influencing behaviour of customers, differentiating between customer, consumer and user which is an essential pre-requisite to the development of effective marketing and corporate strategy. In the context of a decision-making model, this course will explore the internal, external and situational influences driving the what, where, when, why and how of Consumer Behaviour. Through this course helps the students develop an appreciation for the influence consumer behavior has on marketing activities. Students apply psychological, social and cultural concepts to marketing decision making. Sessions include the importance of consumer behaviour and research; internal influences such as motivation and involvement, personality, self-image, life-style, perception, learning, attitude formation and change, and communication; external influences such as culture, subculture, social class, reference groups and family, and the diffusion of innovations; and consumer decision making.

**Course Objectives**

- To develop an understanding of consumer behavior from a variety of perspectives (multicultural, interdisciplinary, etc.).
- To develop and appreciation for and understanding of how marketing research, marketing strategy, and basic research on intra- and interpersonal processes play multiple roles in the discipline of marketing
- To develop an understanding of peoples' consumption-related behaviors and to develop and evaluate marketing strategies intended to influence those behaviors

**Learning Outcomes**

On successful completion of this course you will be able to:

- Explore and compare the core theories of consumer behaviour in both consumer and organisational markets
- Apply and demonstrate theories to real world marketing situations by profiling and identifying marketing segments
- Appraise models of Consumer Behaviour and determine their relevance to particular marketing situations
- Apply and enhance abilities to input this knowledge in the marketing planning process, particularly in market segmentation, positioning, and marketing mix development
- Critique the theoretical perspectives associated with consumer decision making, including recognising cognitive biases and heuristics
- Apply analytical skills in assessing advanced literature in the field of consumer research and critically reflect on your personal writing practices as it relates to the evidence from research

## **Pedagogy**

The theories and concepts will be explored, critiqued and discussed through classroom teaching with real world examples, particularly in the Indian context. Instruction will involve mostly a combination of lectures, group discussions, and project questions, research projects. The class activities will be engaging, interactive and demand participation from all students in the class. Students will be encouraged to become responsible independent learners and use constructive approach to direct the development of their learning goals. The planned assessment (especially preparation of the Project assigned) is a key aspect of the learning experience in this course. The expectation is that students will be fully prepared for each class. They will work through different applications of Consumer Behaviour and recognise its critical role marketing strategy development.

## **Instructor**

Prof. Pinaki Ranjan Bhattacharyya is the instructor for the course. His office is located at the First Floor of Academic Building. He is available on call at Contact No 24205217 and on e-mail at [pinakirb@calcuttabusinessschool.org](mailto:pinakirb@calcuttabusinessschool.org). All assignments, projects and other exercises must be submitted in person in hard copy with an intimation to him .

## **Evaluation Scheme**

The overall grade in the course will be determined by the performance of the student on several dimensions: Class Participation, Presentations, Quizzes (Announced) & End Term Examination as detailed below:

End-Term examination	40%
Class Participation & Attendance	10%
Case Study	20%
Research paper/Term Paper / Project	30%

## **Text Book, Reference Books & Journals**

### **Text Books**

The main text book for the course is:

Leon Schiffman, Leslie Kanuk, Consumer Behaviour. Pearson Education, 2006

Ramanuj Majumdar , Consumer Behaviour: Insights from Indian Market Paperback, Prentice Hall India, 2009

### **Reference Books**

- Michael Solomon, Consumer Behaviour Buying Having and Being, Pearson, 2015
- Case Studies from different sources will be given to the students as and when required

### **Journals**

Relevant Journal Papers

### **Session Plan**

**Module 1: Introduction to Consumer Behaviour and Consumer Research** ( 4 Sessions of 1.5 Hrs each)

- Session 1: Introduction to Consumer Behaviour ( 2 sessions)  
Resources: Schiffman and Kanuk, Chapter 1, 2 and 3

Discussion of the Research Paper : The 21st century consumer: A new model of thinking  
Valentine, Virginia ;Gordon, Wendy International Journal of Market Research; Spring 2000; 42, 2;

- Session 2 : Consumer Research (1 session)  
Resources: Schiffman and Kanuk, Chapter 1, 2 and 3
- Session 3: Consumer Behaviour and Marketing Strategy ( 1 session)  
Resources : Solomon, Chapter 5

Case : Patanjali Ayurved Limited : Disruption or Innovation

**Module 2: Internal Influences on Consumer Behaviour** ( 9 sessions each of 1.5 Hours)

- Session 4: Motivation and Involvement ( 2 sessions each of 1.5 Hours)  
Reading : Majumder R, Consumer Behaviour, Chapter 2
- Session 5: Personality, Self-Image, and Life Style ( 1 sessions each of 1.5 Hours)  
Reading : Majumder R, Consumer Behaviour, Chapter 2
- Session 6: Consumer Perception ( 2 sessions each of 1.5 Hours)  
Reading : Majumder R, Consumer Behaviour, Chapter 3  
Schiffman and Kanuk, Chapter 4  
Journal Paper: Consumers' Perception on Online Shopping
- Session 7: Consumer Learning ( 2 sessions each of 1.5 Hours)  
Reading : Schiffman and Kanuk, Chapter 4
- Session 8: Consumer Attitude Formation and Change ( 2 sessions each of 1.5 Hours)  
Reading: Schiffman and Kanuk, Chapter 5  
  
Case : BE works: Experimentation in Business

### **Module 3: External Influences on Consumer Behaviour ( 3 sessions each of 1.5 Hours)**

- Session 9: The Influences of Culture on Consumer Behaviour  
Reading: Schiffman and Kanuk, Chapter 11
- Session 10: Subcultures and Consumer Behaviour  
Reading: Schiffman and Kanuk, Chapter 12
- Session 11: Social Class and Consumer Behaviour  
Reading: Schiffman and Kanuk, Chapter 12
- Session 12: Reference Groups and Family  
Reading: Schiffman and Kanuk, Chapter 9, 10

Case : AIR FRANCE : The Load Factor Puzzle in Business Class

### **Module 4: Consumer Decision Making (4 sessions each of 1.5 Hours)**

- Session 15 : Consumer Decision Making-Process
- Session 16 : Consumer Decision Making-Outcomes
- Session 17 & 18 : Wrapping up after clearing doubts, confusions, discussions