**Central University of Jammu**

**HRM & OB**

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| **Text Books** |  |  |  |  |
| **S.No** | **Title** | **Author** | **Edition** | **Publisher** |
| 1 | Consumer Behaviour  | Schiffman & Kumar | 11 Ed (English) | Pearson |
| 2 | Consumer Behaviour | Dinesh Kuamar | Latest | Oxford |
| 3 | Consumer Behaviour in Indian Perspective | Suja R. Nair | Latest | Himalaya Publishing House |
| 4 | Consumer Behavior: Building Marketing Strategy | [Hawkins](http://www.amazon.in/s/ref%3Ddp_byline_sr_book_1?ie=UTF8&field-author=Hawkins&search-alias=stripbooks), [Motherbaugh](http://www.amazon.in/s/ref%3Ddp_byline_sr_book_2?ie=UTF8&field-author=Motherbaugh&search-alias=stripbooks) & [Mookerjee](http://www.amazon.in/s/ref%3Ddp_byline_sr_book_3?ie=UTF8&field-author=Mookerjee&search-alias=stripbooks)  | 12th Edition | Mc Graw Hill Pvt. Ltd |

**Teaching Plan**

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| Course Name  | **Consumer Behaviour** |
| Course Code  |  **PGHRM3E006T** |
| Course objectives  | This course is designed to help students to develop insight into consumer psychology and thereby understand how consumers comprehend & act to marketing stimuli . |
| Credit Hours  |  2 |
| Lecture /Weeks |  4 |
| Semester  |  3rd |
| Course In Charge  | Asif Ali |
| Grading  | Mid Term 25%Continuous Assessment 25% Final exams 50%  |

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|  | **Topic** | **Hrs.** | **Suggested Readings** |
| **Week1** | Introduction to Consumer Behaviour | 1 Hr | Consumer Behaviour by Schiffman & Kumar |
|  Perspectives of Consumer Behaviour |  2 Hr | Consumer Behaviour by Suja R. Nair |
|  Tutorial / Case Study |  1 Hr. |  |
| **Week2** |  Consumer Behaviour in the future (2020 Consumer with reference to millennia’s)  |  1 Hr. | Consumer Behaviour By Dinesh Kuamar |
| Factors affecting Consumer Behaviour | 1 Hr | Consumer Behaviour by Schiffman & Kumar |
| Understanding Customer needs | 1 Hr | Consumer Behaviour by Suja R. Nair |
| Tutorial / Case Study |  1 Hr |  |
| **Week3** | Profiling Customers: Segmentation Basics | 1 Hr | Consumer Behaviour by Schiffman & Kumar |
| Targeting & Positioning | 1 Hr | Consumer Behaviour by Schiffman & Kumar |
| Segmentation (Behavioral, Psychographic, Demographic) | 1 Hr | Consumer Behaviour by Suja R. Nair |
| Tutorial / Case Study | 1 Hr |  |
| **Week4** | Diversity in Consumer Behaviour ( Indian Context) | 1 Hr | Consumer Behaviour by Schiffman & Kumar |
| Case Study  | 2 Hr | Consumer Behaviour by Suja R. Nair |
| Tutorial / Case Study |  1 Hr |  |
| **Week5** | Concept of Consumer Decision | 1 Hr | Consumer Behaviour by Schiffman & Kumar |
| Routine buying to Elaborated problem solving Behaviour and Involvement levels across categories | 2 Hr | Consumer Behaviour by Suja R. Nair |
| Tutorial / Case Study |  1 Hr |  |
| **Week6** | Rational Vs Emotional Consumers and mix | 1 Hr | Consumer Behaviour by Suja R. Nair |
| Introduction to Decision Making Process | 1 Hr | Consumer Behaviour by Schiffman & Kumar |
| Shiffmans & Kanuks Model of Consumer Decision making | 1 Hr | Consumer Behaviour by Schiffman & Kumar |
| Tutorial / Case Study |  1 Hr |  |
| **Week7** | Shiffmans & Kanuks Model of Consumer Decision making | 1 Hr | Consumer Behaviour by Schiffman & Kumar |
| Consumer decision makingprocess models: Howard-Sheth | 2 Hr | Consumer Behaviour by Suja R. Nair |
| Tutorial / Case Study |  1 Hr |  |
| **Week8** | Consumer decision makingprocess models: Nicosia | 2 Hr | Consumer Behaviour by Suja R. Nair |
| Case Study | 1 Hr | Consumer Behaviour by Suja R. Nair |
| Tutorial / Case Study |  1 Hr |  |
| **Week9** | Case Study on Consumer Decision Making Process | 2 Hr | Consumer Behaviour by Schiffman & Kumar |
| Brief Case Study on Indian Consumer Diversity | 1 Hr | Consumer Behaviour by Suja R. Nair |
| Tutorial / Case Study |  1 Hr |  |
| **Week10** | Consumer perception: selection, organization and interpretation | 2 Hr | Consumer Behaviour by Schiffman & Kumar |
| Case Study | 1 Hr | Consumer Behaviour by Schiffman & Kumar |
| Tutorial / Case Study |  1 Hr |  |
| **Week11** | Attitude: Attitude formation and change | 2 Hr | Attitude: Attitude formation and change |
| Case Study | 1 Hr | Consumer Behaviour by Schiffman & Kumar |
| Tutorial / Case Study |  1 Hr |  |
| **Week12** | Consumer learning: Motivation, response and reinforcement | 2 Hr | Consumer Behaviour by Schiffman & Kumar |
| Case Study | 1 Hr | Consumer Behaviour by Schiffman & Kumar |
| Tutorial / Case Study |  1 Hr |  |
| **Week13** | Personality, Self Concept and consumer behaviour. | 2 Hr | Consumer Behaviour by Schiffman & Kumar |
| Case Study | 1 Hr | Consumer Behaviour by Schiffman & Kumar |
| Tutorial / Case Study |  1 Hr |  |
| **Week14** | Demographic and Psychographic segmentation | 2 Hr | Consumer Behaviour by Schiffman & Kumar |
| Case Study | 1 Hr | Consumer Behaviour by Schiffman & Kumar |
| Tutorial / Case Study |  1 Hr |  |
| **Week15** | Influence of reference groups Friendship, Work, Celebrity | 2 Hr | Consumer Behaviour by Schiffman & Kumar |
| Case Study | 1 Hr | Consumer Behaviour by Schiffman & Kumar |
| Tutorial / Case Study |  1 Hr |  |
| **Week16** | Influence of Culture & Family | 2 Hr | Consumer Behaviour by Schiffman & Kumar |
| Case Study | 1 Hr | Consumer Behaviour by Schiffman & Kumar |
| Tutorial / Case Study |  1 Hr |  |
| **Week17** | Post purchase behaviour: Complaint Behaviour | 2 Hr | Consumer Behaviour by Schiffman & Kumar |
| Case Study | 1 Hr | Consumer Behaviour by Schiffman & Kumar |
| Tutorial / Case Study |  1 Hr |  |
| **Week18** | Brand loyalty | 2 Hr | Consumer Behaviour by Schiffman & Kumar |
| Case Study | 1 Hr | Consumer Behaviour by Schiffman & Kumar |
| Tutorial / Case Study |  1 Hr |  |