



# CONSUMER BEHAVIOUR

**PROF. SRABANTI MUKHERJEE**

Department of Management  
IIT Kharagpur

**TYPE OF COURSE** : Rerun | Elective | UG/PG

**COURSE DURATION** : 8 weeks (24 Jan'22 - 18 Mar'22)

**EXAM DATE** : 27 Mar 2022

**INDUSTRIES APPLICABLE TO** : Marketing Department of the companies dealing in B2C and B2B markets

## **COURSE OUTLINE :**

Drawing heavily from the fields of psychology, anthropology and economics; the concepts of Consumer Behaviour puts forth the decision-making processes of buyers, both individually and in groups. It studies the decision-making parameters at both individual as well as group levels as endeavors to understand the consumer preferences and choice heuristics. The course will also bring forth the parameters, process and conflicts while considering family as decision-making unit. The course will sensitize the participants about how the aforesaid concepts will help them in designing appropriate marketing mix and the overall marketing strategy.

## **ABOUT INSTRUCTOR :**

Prof. Srabanti Mukherjee is an Assistant Professor in Marketing at Vinod Gupta School of Management, Indian Institute of Technology Kharagpur, India. She holds a PhD degree from Indian Institute of Engineering Science and Technology Shibpur, India. Prior to joining this Institute she has taught in several premiere institutes including Indian Institute of Management Indore, Indian Institute of Social Welfare and Business Management, IEST Shibpur and Visva Bharti University. Her key teaching interests are consumer behaviour, marketing to the bottom of the pyramid, and advanced marketing research. She has authored a book titled Consumer Behaviour, Cengage Learning India Pvt. Ltd. Apart from publishing quite a few papers in peer-reviewed journals and conferences, she has also registered business cases in Ivey Publishing portal co-distributed through Harvard Business School Publishing.

## **COURSE PLAN :**

- Week 1:** Introduction to Consumer Behaviour, The Changing Patterns of Consumer Behaviour, Use of Market , Segmentation in Consumer Behaviour, Dimensions of Consumerism, Process of Motivation
- Week 2:** Theories of Motivation-1, Theories of Motivation-2, Consumer Involvement, Case study on Motivation and Involvement, Consumer perception and imagery
- Week 3:** Case Study on Consumer Perception formation, Theories of Personality, Self-Concept, Learning theories, Case Study on Consumer Learning Process
- Week 4:** Attitude Formation-1, Attitude Formation-2, Changing Attitude, Attitude Formation, Case Study on Consumer, Consumers' Value
- Week 5:** AIO classification of Lifestyle, VALSTM Typology, Application of Lifestyle in Marketing, Culture and subculture, Group as a determinant of buyer behaviour
- Week 6:** Celebrities as Reference group, Concept of family and family life-cycle, Family Buying Decisions, Case Study on Family Buying Decisions, Diffusion of Innovation
- Week 7:** Opinion Leadership Types of Consumer Buying Behaviour, Black-Box Model, Modelling Buyer Behaviour-1, Modelling Buyer Behaviour-2
- Week 8:** Modelling Buyer Behaviour-3, Modelling Industrial buyer Behaviour-1, Modelling Industrial buyer Behaviour-2, Dimensions of Consumer Research, Course Wrap up