

Academic Year 16-17
BA III Semester
MM III (CONSUMER BEHAVIOR)

DSC 3C
HPW:5

BA 306
Credits: 5

Objectives:

To develop the skills of marketing by understanding the finer aspects of consumer behaviour, to understand the importance and role of consumer behaviour in the total marketing System.

UNIT-I: INTRODUCTION TO CONSUMER BEHAVIOR:

Consumer behaviour - Consumer needs and motivation - Stages in Consumer decision making - Types of Consumer decision making - Consumers shopping styles and trends - Information search and consumers decision making - Information search and marketing strategies - Dimensions of information search - Impulse Buying of Consumer.

UNIT-II: MODELS OF CONSUMER BEHAVIOR:

Models of consumers - Four views of consumer decision making: Economic, Passive, Cognitive, Emotional - Howard sheth Model - Engel, Kollat and BlackWell Model - Case studies with reference to India.

UNIT-III: DETERMINANTS OF CONSUMER BEHAVIOUR:

Motivation: Abraham Maslow's need Herzberg's two factor theory - Sigmund Freud's Psychoanalytical model of Motivation.

Perception: Selective attention - Exposure and Subliminal perception - Perception Process - Factors for perceptual distortion.

Learning: Pavlovian & Skinner's approaches in Stimulus Response Theories - Leon Festinger's Cognitive Dissonance Theory.

Beliefs and Attitudes: Cognitive - Affective and Action oriented Attitude.

Consumer personality: Theories of personality.

UNIT IV:

Organizational Buying Behaviour: Organizational Buyer Characteristics, Purchase and Demand Patterns, Factors Influencing Organizational Buyer Behaviour, Organizational Buyer Decision Process, Organizational Buying Roles.

UNIT V:

Service consumer behavior: Decision making perspective, Element of risk in services buying, Service decision process, Service strategy; Anatomy of a service exchange - encounter types, customer and staff, customer and system, customer and environment.

Recommended Books:

1. Consumer Behaviour – Schiffmen, Kanuk – Pearson
2. Consumer Behaviour – Loudon & Della Bitta – TMH
3. Consumer Behaviour – Suja R. Nair – HPH
4. Consumer Behaviour – Blackwell / Minlard / Engel - Cengage
5. Consumer Behaviour – Mujumdar – PHI
6. Consumer Behaviour – M.S. Raju, Dominique Xardel – Vikas
7. Consumer Behaviour – Batra & Karmi – Excel Books

Academic Year 16-17
BA IV Semester
MM IV (MARKETING OF SERVICES)

BA 406
Credits -5

DSC 3C
PWP: 5

Objectives:

To develop the skills of marketing of services, to understand the importance and role of services in the total marketing concept.

UNIT I:

Introduction to Services:

Definition, Services Vs Goods, Classification of Services, Services Continuum,

What are services, Growth of services, Characteristics of services, services Marketing Mix, Role of physical evidence, processes and people; Service scapes; Internal response to service scapes; Cognitive response, emotional response, physiological responses, behavioral response.

UNIT II:

High contact and low contact services, Differentiation in services, strategies for differentiation, Pricing of Services, Distribution of Services; Understanding service process - variety in process, value addition in process, task allocation, decisions in service process planning.

UNIT III:

Understanding the service process, Managing Demand and capacity, Service branding, Service Promotion, Service Quality - Quality dimensions, technical quality and functional quality.

UNIT IV:

Focus on Customers and Managing Relationships: Customer Behaviour in Service Settings, targeting customers, managing relationships, and building loyalty. Complaint handling and service recovery.

UNIT V:

Planning & Managing Service Delivery: Creating delivery systems in place, cyberspace and Time, Enhancing Value and improving quality and productivity, managing customer waiting lines and reservations.

Marketing of financial services, hospitality services, tourism and travel services, health - services, education and professional services, public utility services. Business Process Outsourcing and Knowledge Process Outsourcing

Suggested Readings:

1. Adrian Paye: The Essence of Services Marketing, Prentice Hall India.
2. Sanjay P. Palankar: Services Marketing, Himalaya Publishing House.
3. Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee: Services Marketing: People, Technology, Strategy, Pearson Education.
4. K. Rama Mohana Rao: Services Marketing, Pearson.
5. J.N. Jain and P.P. Singh: Modern Marketing of Services-Principles and Techniques, Regal Publications.
6. Deepak Bhandari and Amit Sharma: Marketing of Services, Vrinda Publications.
7. Bidhi Chand: Marketing of Services, Rawot Publications.
8. Nimit Chowdhary and M. Chowdhary: Textbook of Marketing of Services, MacMillan India.