



SYMBIOSIS COLLEGE OF ARTS & COMMERCE

An Autonomous College | Under Savitribai Phule Pune University

Reaccredited 'A+' with 3.51 CGPA For Third Cycle By NAAC | College with Potential for Excellence

COURSE TITLE		Consumer Behavior and Buying Decision Journey
<p>Course Learning Outcomes: On successful completion of the module students will be able to:</p> <ol style="list-style-type: none"> To gain an understanding of the theories and concepts of Buyer Behavior To apply buyer behavior concepts to what customers do in "the real world" To improve skills in the research and analysis of customer segments, demand, and market potential Identify and explain factors which influence consumer behaviour; To utilize knowledge of buyer behavior to enhance strategic decision making Recall the strategies used within each of the marketing mixes. Demonstrate how as a marketer student can apply their knowledge of consumer behaviour concepts to develop better marketing programs and strategies to influence those behaviour. Identify examples of how marketers use their knowledge of consumer behaviour in their marketing strategies and critically evaluate the applications evident in current practice. List best practices for responsible marketing and how to manage marketing efforts 		
<p>Gist of this course in maximum 3 to 4 lines</p>		<p>This course introduces the theory of consumer behaviour and relates it to the practice of marketing. It will present relevant material drawn from psychology, anthropology, social and behavioural sciences within the framework of the consumer decision process and its main influencing factors.</p>
<p>Detailed syllabus</p>		
Unit	CONTENTS OF THE COURSE	No. of Lectures
1.	<p><u>Title of the Topic:</u> Understanding Value Framework in Marketing</p> <p>1.1. Building Customer Value, Satisfaction and Loyalty</p> <ul style="list-style-type: none"> Customer Value Customer Benefits and Customer Costs Customer Lifetime Value Customer Profitability Value Proposition <p>1.2. Understanding Components of Customer Value</p> <ul style="list-style-type: none"> Tangible Value Intangible Value 	12

	<p>1.3. Creating, Communicating, Delivering and Exchanging Value</p> <ul style="list-style-type: none"> • Setting Product Strategy • Designing and Managing Services • Developing Pricing Strategies • Managing Mass Communications: Advertising, Sales Promotion and Public Relations <p>1.4 Managing Customer Relationships.</p> <ul style="list-style-type: none"> • Customer Retention and • Customer Trust 	
<p>2.</p>	<p><u>Title of the Topic:</u> The Route to “Connecting with Consumers”.</p> <p>2.1. Consumer Behaviour – Meaning and Definition, Consumer and Customers, Consumer Behaviour and its Applications in Marketing.</p> <p>2.2. Consumer Characteristics Influencing Buying Behavior,</p> <p>2.3. Cultural Influences on Consumer Buying Behaviour: Introduction, Characteristics of Culture, Values, Sub-cultures, Cross-cultural Influences, Cultural Differences in Non-verbal Communications</p> <p>2.4. Buying Motives</p> <ul style="list-style-type: none"> • Product Motives and Patronage Motives <p>2.5. Buying Decision Process</p> <ul style="list-style-type: none"> • Problem Recognition, Information Search and Evaluation of Alternatives: Introduction, Problem Recognition, Information Search, Evaluation of Alternatives • Consumer Decision-making Process: Outlet Selection, Purchase and Post Purchase Behaviour, Introduction, Outlet Selection and Purchase, Post Purchase Behaviour • Participants in Buying Decisions and Their Roles <p>2.6. Buying Decision Journey: Stages Consumer Go Through Buying</p> <ul style="list-style-type: none"> • The Eight Approach • The Funnel Approach • The McKinsey Approach: The Consumer-Decision Journey • AI and Big Data Will Support Analyzing and Predicting Buying Behavior 	<p>14</p>
<p>3.</p>	<p><u>Title of the Topic:</u> Competitive Environment and Consumer Behavior Post 2000</p> <p>2.1 Understanding of Competitive Environment in Post 2000</p> <p>2.2 Buying Habits/Shopping Behavior</p> <ul style="list-style-type: none"> • Depending On the Type of Goods • Depending On Consumer Characteristics • Depending On Purchase Situations 	<p>14</p>

	<p>2.3 Contemporary Marketing Environment</p> <p>2.4 Marketing through the ages: The 2000s bring the dilemmas of digital</p> <p>2.5 The Future Consumer:</p> <ul style="list-style-type: none"> • The Changing Consumer Experience 	
4.	<p><u>Title of the Topic: Achieving Competency Through Marketing Mix.</u></p> <p>4.1 Concept and Definition of Marketing Mix.</p> <p>4.2 Journey from 4 Ps to 4 Cs: Company Focused 4 P's and Customer Focused 4 C's</p> <ul style="list-style-type: none"> • Product, Price, Promotion, Place • Communication, Consumer, Convenience, Cost <p>4.3 Extended 3 P's of Marketing Mix</p> <ul style="list-style-type: none"> • People, Process and Physical Evidence <p>4.4 Additional P's of Marketing Mix</p> <ul style="list-style-type: none"> • Packaging, Positioning and Perception etc. <p>4.5 Emerging Issues in Service Sector Marketing Mix:</p> <ul style="list-style-type: none"> • Innovations in Services Marketing, • Ethical Aspects in Service Marketing Mix 	14
	Total Number of Lectures	54