

Programme: Master of Business Administration

Semester III

MBA 921-18

CONSUMER BEHAVIOUR

Objective: The objective of this course is to help students understanding various factors affecting consumer behavior and to understand the process of consumer buying. Based on the understanding of consumer behavior, the students are expected to design the strategy.

Course Outcomes (COs)

Sr. No.	At the end of the course, the student will be able to:
CO1	Provide an understanding of how consumers make decisions.
CO2	Analyze personal and environmental factors that influence consumer decisions.
CO3	Understand the processes used when individuals, group or organizations make buying decisions.
CO4	Understand how and why marketers craft particular messages to appeal to consumers.
CO5	Understand the interrelationship with other functional areas of business as a part of the management process.
CO6	Assess the process of opinion leadership and its relationship with firm's promotional strategy.

(Source: IKGPTU Syllabus for Master of Business Administration (Affiliated Colleges), 2021. <https://ptu.ac.in/wp-content/uploads/2022/08/MBA-Upto-4th-Sem.-2021-onwards-affiliated-colleges.pdf>)