Subject Name: Consumer Behaviour (Revised)

Lecture hours: 60

Objective: To introduce the fundamental concepts of consumer behaviour and its importance in the study of marketing.

Sl. No	UNIT & OBJECTIVES	No. of Lecture Hours	Methodology/ Instructional techniques	Evaluation/ learning confirmation
Unit 1	**INTRODUCTION –** Define consumer and understand the importance of consumer behaviour studies in marketing	**10 Hours**		
1	Definition and scope – Consumer and customer – Disciplines involved in the study of consumer behaviour – Necessity of studying consumer behaviour	3	Lecture	Question and Answer
2	Consumer behaviour application in marketing – Trends in consumer behaviour	2	Lecture	Question and Answer
3	Market segmentation and consumer behaviour – VALS psychographic segmentation.	3	Lecture	Question and Answer
4.	Meaning and Use of Big Data in Consumer behaviour Studies - Changing paradigm of Market Segmentation - Gaining Consumer Insights through Behavioral Insights on Big Data	2	Lecture	Question and Answer
Unit 2	**THE EXTERNAL ENVIRONMENT –** To understand the various external factors that determine consumer behaviour	**10 Hours**		
1	Factors influencing consumer behaviour – Consumer & cultural influences – Sub-cultural and cross cultural influences – Social class influences and consumer behaviour	5	Lecture	Presentation
2	Group dynamics and consumer reference groups – Household decision making and family influences	5	Lecture	Assignment
Unit 3	**INDIVIDUAL DETERMINANTS OF CONSUMER BEHAVIOUR -** To understand the various individual and intrinsic factors that determine consumer behaviour	**18 Hours**		
1	Needs – Goals and motives of consumers – Other Theories of Motivation i.e., Marshallian's – Freud's – Herzberg's – Maslow's hierarchy of needs	5	Lecture	Assignment
2	Personality and self-concept – Self-concept theory – Psycho analytic theory – Neo Freudian theory – Trait theory of personality.	4	Lecture& Case Study	Question and Answer
3	Perception: Factors and process – Components of consumer learning – Mechanisms of learning – Consumer memory – Consumer information processing	6	Lecture& Case Study	Question and Answer
4	Nature of consumer attitudes – Components of attitudes – Hierarchy of effects – Attitude formation and change.	3	Lecture& Case Study	Question and Answer

Unit 4	CONSUMER DECISION MAKING PROCESS – Understand the importance of consumer decision making process in marketing	10 Hours		
1	Stages in consumer decision process – Types of decision making – Post purchase behaviour	5	Lecture	Presentation
2	Personal influence and opinion leadership – Diffusion of innovations – Adoption process	5	Lecture	Presentation
Unit 5	CONSUMER SATISFACTION AND CONSUMERISM -	12 Hours		
1	Concept of consumer satisfaction: Working towards enhancing consumer satisfaction – Sources of consumer dissatisfaction – Dealing with consumer complaint	5	Lecture	Question and Answer
2	Concept of consumerism – Consumerism in India – Reasons for growth of consumerism in India – Consumer Protection Act 1986.	7	Lecture	Assignment

Books for Reference

1. Colin Strong. Humanizing Big Data: Marketing at the Meeting of Data, Social Science and Consumer Insight.Colin Strong Kogan Page Publishers (2015)
2. Steve Lohr. Data-ism: The Revolution Transforming Decision Making, Consumer Behavior, and Almost Everything Else. Harper Collins,