

**St. Joseph's College of Commerce (Autonomous)**  
**#163, Brigade Road, Bangalore - 560 025**  
**LESSON PLAN - MKT 506 Elective**

**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
<b>Unit 1</b>	<b>INTRODUCTION</b> - Define consumer and understand the importance of consumer behaviour studies in marketing	<b>10 Hours</b>		
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
<b>Unit 2</b>	<b>THE EXTERNAL ENVIRONMENT</b> - To understand the various external factors that determine consumer behaviour	<b>10 Hours</b>		
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
<b>Unit 3</b>	<b>INDIVIDUAL DETERMINANTS OF CONSUMER BEHAVIOUR</b> - To understand the various individual and intrinsic factors that determine consumer behaviour	<b>18 Hours</b>		
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

<b>Unit 4</b>	<b>CONSUMER DECISION MAKING PROCESS -</b> Understand the importance of consumer decision making process in marketing	<b>10 Hours</b>		
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
<b>Unit 5</b>	<b>CONSUMER SATISFACTION AND CONSUMERISM -</b>	<b>12 Hours</b>		
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,