



**Dr. V. N. Bedekar Institute of Management, Thane**  
**Teaching Plan (MMS/PGDM)**  
**Academic Year (2018-2019)**

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Programme Name: MMS

Semester: III

Name of the subject: Consumer Behaviour

Maximum marks: 100

No. of Sessions: 13

Name of the Faculty: Prof. Harshall Gandhi

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**Learning Objectives:**

- 1. An understanding of the pre and post purchase consumer behaviour.**
  - 2. To develop conceptual insights into key aspects such as social, psychological and other factors that influence consumer behaviour.**
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**Reference Books:**

1. Consumer Behaviour, Schiffman & Kanuk and S Ramesh Kumar, 10th edition Prentice Hall India.
- 2 Consumer Behaviour, Loudon & Della Bitta, 14th edition Tata McGraw Hill
- 3 Consumer Behaviour in Indian Perspective- Text and Cases, Suja R. Nair, Himalaya Publication House.



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**Plan:**

<b>Session No</b>	<b>Topics to be covered</b>	<b>Books referred/ Recommended/ References-Print/Articles/ News/Research papers/ Online database/ Software /Simulations used</b>	<b>Learning outcomes</b>	<b>Evaluation of Students understanding by MCQs, Quiz, Short Test</b>
1	Consumer Behaviour: Introduction, definition and impact of digital revolution and importance to marketing.	Case Studies from Consumer behaviour by S.Ramesh Kumar, Pearson Publication : <ul style="list-style-type: none"><li>• Case Study 1</li></ul> & Game on Consumer behaviour,	To understand 1. Concept of consumer behaviour, Role and importance of consumer behaviour to a marketer 2. How consumer behaviour has changed due to digital revolution	Class participation ( Game Based Learning)
2	Models of consumer behaviour and their marketing implications: The economic model, Learning model, Psychoanalytic model, sociological model, Howard Seth Model of buying behaviour, The Nicosia Model, The Engel-Kollat-Blackwell Model, Decision Making Model	Case Studies from Consumer behaviour by S.Ramesh Kumar, Pearson Publication : <ul style="list-style-type: none"><li>• Case Study 2</li></ul> & Game on Consumer behaviour,	To understand models of consumer behaviour	Class participation ( Game Based Learning) Class participation ( interactive with Case study discussion)
3	Motivation: Definition, types of motives, (Positive and Negative Goal, negative goal, Rational	Game on Consumer behaviour,	To understand the psychological and physiological aspects of consumer behaviour	Class participation ( Game Based Learning)



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	versus Emotional Motives), Discovering Purchase Motives Theories of motivation, Maslow's hierarchy of needs and its relevance to consumer behaviour and marketing strategy; the physiology of technology on consumer behaviour.			
4	Absolute and differential thresh hold, Internal and external factors affecting perception, Gestalt Psychology, subliminal perception, Consumer Imagery, Zaltman metaphors to understand attitude towards products	Game on Consumer behaviour,	Marketing applications of consumer perception theory.	Class participation ( Game Based Learning)
5	Learning and Information Processing and its impact on behaviour.	Case Studies from Consumer behaviour by S.Ramesh Kumar, Pearson Publication : <ul style="list-style-type: none"> <li>• Case Study 3</li> </ul>	To understand consumer learning processes and its impact on consumer behaviour	Class participation ( interactive with Case study discussion)
6	Attitudes: Concepts and Models- Cognitive Dissonance, Tri- component Theory, Multi attribute  model, Attitude and market segmentation, product development strategies and attitude change strategies.	Case Studies from Consumer behaviour by S.Ramesh Kumar, Pearson Publication : <ul style="list-style-type: none"> <li>• Case Study 4</li> </ul>	To understand the various models pertaining to consumer attitudes and their impact on marketing	Class participation ( interactive with Case study discussion)
7	Personality: Meaning, nature, definition and characteristics, Theories of Personality (Freudian	Case Studies from Consumer behaviour by S.Ramesh Kumar, Pearson Publication :	To understand the development of personalities through different	<b>INTERNAL EXAM</b> <b>(13:30 to 15:00</b> <b>clock) for learning</b>



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	theory, Trait Theory, Jungian Theory) Self-image and self-concept, VALS model and segmentation, Personality and consumer behaviour.	<ul style="list-style-type: none"> <li>Case Study 5</li> </ul>	theories	<b>session 1 to 6</b> <b><u>Case Discussion and class participation</u></b>
8	Social Class: concept of social class, homogeneity of needs in social class, social class stratification in India New SEC/ NCAER, classification of the society, Influence of social class on purchase behaviour.	News paper MINT and Case Studies from Consumer behaviour by S.Ramesh Kumar, Pearson Publication : <ul style="list-style-type: none"> <li>Case Study 6</li> </ul>	To understand the consumption behaviour of social classes.	Case Discussion and class participation
9	Group Behaviour: Reference Groups and its influence on consumption, Diffusion of innovation process, Consumer Adoption of new products, Impact of social media on formulating opinions on products and brands. Family: Role of family in decision making and consumption process.	Discussion on the latest news on consumers index and satisfaction levels. Game on consumer behaviour	To understand the influence of groups and families on the diffusion of innovation and adoption of new products.	Discussion and class participation about the latest updates on news, and participating in the game
10	Culture and Subcultures: Understanding the influence of culture, norms and their role, traditions and value system, Indian core values, cultural aspects of emerging Indian markets.	News paper MINT and Case Studies from Consumer behaviour by S.Ramesh Kumar, Pearson Publication : <ul style="list-style-type: none"> <li>Case Study 7</li> </ul>	To understand impact of cultures and values on Indian consumer.	Case Discussion and class participation
11	Post purchase behaviour: Post purchase evaluation and disposition towards the product, Post purchase satisfaction	Game on consumer behaviour	To understand issues in Post purchase decisions	Class participation ( Game Based Learning)



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	measures			
12	Organization buying process: Nested segmentation, Role & Power of Buying centres (Initiators, Influencers, Deciders, Buyer & Gatekeepers). Buying decisions based on ABC / VED / FSND analysis.	News paper MINT and Case Studies from Consumer behaviour by S.Ramesh Kumar, Pearson Publication : <ul style="list-style-type: none"> <li>• Case Study 7</li> </ul>	Understanding the B2B buying process	Class participation ( Game Based Learning)

**Practical Approach : Other activities (At least 4 distinct activities)**

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Role Play	Consumer and Marketeer	Understanding the roles	
2	Industry Visit			
3	Academic Projects	Understanding the surveys of Consumer behaviour and its analysis	experience on the aspects of analysis of surveys.	Open Source/ Library
4	Book Review			
5	Group Discussion	Strategies of Marketeers	Understanding the strategies and the expected outcomes.	Case as mentioned above
6	Business Quiz / Business News sharing			
7	Videos / Simulation	Relevant to consumer behaviour		
8	Use of Software and Labs			
9	Any other activity	Case Analysis		As mentioned above.



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**Evaluation:**

**Internal:**

<b>Component</b>	<b>Details</b>	<b>Marks</b>
Class Test	MCQ on concepts discussed during session 1 to 12	5
Presentation	Participants need to choose any case study of their choice and need to present - observation, product positioning strategies of the marketers.	20
Case Study	Participants need to have some research on case and need to comprehend the case and able to analyze central issues of case	10
Participation	Either thru answering instructor's question, bringing important issue of case or asking very pertinent questions in the class	5
Others	End Term ( MCQ = 5, Short Question = 5, & Question from case study = 30)	40

**Signature of Faculty**

**Signature of the Co-ordinator**