



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS)
Academic Year (2020-2021)

Programme: MMS Semester: III Period: AUG '20 – SEPT '21
Course Code: MMS-2-G-C05
Name of the subject: CONSUMER BEHAVIOUR
Maximum marks: 100 (60+40) No. of Sessions: 13/14 (3 hrs each)

Name of the Faculty: HARSHALL GANDHI
Mobile No: 7715886963 Email: hgandhi@vpmthane.org

Program Outcomes (PO)	Course Outcomes (CO)
1. Nurture leadership skills, team-membership skills and mutual trust. 2. Demonstrate decision making ability. 3. Ability to develop culture of technology usage. 4. Inculcate social sensitivity among students. 5. Integrate and apply business knowledge and management techniques for problem solving/analytical skills.	1. Analyse consumer behaviour at different stages Pre & Post purchase. 2. Analyse social, psychological and other factors which influence consumer behaviour

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.

A. Plan:

<u>Session No.</u>	<u>Pl. Date</u>	<u>Topic</u>	<u>Ref. Study Material</u>	<u>Course Outcomes</u>
1	1/8/20	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">• Case Study 1 & 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
2	08/8/20	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	Case Studies from Consumer behaviour by S.Ramesh Kumar, Pearson Publication :	To understand models of consumer behaviour



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		Model, The Engel-Kollat-Blackwell Model, Decision Making Model	<ul style="list-style-type: none"> Case Study 2 & Game on Consumer behaviour, 	
3	15/8 /20	Motivation: Definition, types of motives, (Positive and Negative Goal, negative goal, Rational 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.	Game on Consumer behaviour,	To understand the psychological and physiological aspects of consumer behaviour
4	22/8 /20	Absolute and differential threshold, 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.
5	29/8 /20	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"> Case Study 3 	To understand consumer learning processes and its impact on consumer behaviour
6	05/9 /20	Attitudes: Concepts and Models- Cognitive Dissonance, Tri-component Theory, Multi attribute model, Attitude and market segmentation, product development strategies and attitude change strategies. INTERNAL TEST	Case Studies from Consumer behaviour by S.Ramesh Kumar, Pearson Publication : <ul style="list-style-type: none"> Case Study 4 	To understand the various models pertaining to consumer attitudes and their impact on marketing
7	12/9 /20	Personality: Meaning, nature, definition and characteristics, Theories of Personality (Freudian theory, Trait Theory, Jungian Theory) Self-image and self-concept, VALS model and segmentation, Personality and consumer behaviour.	Case Studies from Consumer behaviour by S.Ramesh Kumar, Pearson Publication : <ul style="list-style-type: none"> Case Study 5 	To understand the development of personalities through different theories
8	19/0 9/20	Social Class: concept of social class, homogeneity of needs in social class, social class stratification in India New SEC/	News paper MINT and Case Studies from Consumer behaviour by	To understand the consumption behaviour of social classes.



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		NCAER, classification of the society, Influence of social class on purchase behaviour.	S.Ramesh Kumar, Pearson Publication : • Case Study 6	
9	26/09/20	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.
10	03/10/20	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 : • Case Study 7	To understand impact of cultures and values on Indian consumer.
11	10/10/20	Post purchase behaviour: Post purchase evaluation and disposition towards the product, Post purchase satisfaction measures	Game on consumer behaviour	To understand issues in Post purchase decisions
12	17/10/20	Organization buying process: Nested segmentation, Role & Power of Buying centres (Initiators, Influencers, Deciders, Buyer & Gatekeepers). Buying decisions based on ABC / VED / FSND analysis. INTERNAL TEST	News paper MINT and Case Studies from Consumer behaviour by S.Ramesh Kumar, Pearson Publication : • Case Study 7	Understanding the B2B buying process
13	24/10/20	Case Study discussion	Case Study	Understanding in details

B. Practical Approach: Other activities



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Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Case study (Current Affairs)			
2	Academic Projects			
3	Group Discussion	YES	Practical Orientation	
4	Role Play	YES	Practical Orientation	
5	Industry Visit	YES	Practical Orientation	
6	Business Quiz / Business News sharing			
7	Videos / Simulation	YES	Practical Orientation	
8	Use of Software and Labs			
9	Any other activity			

C. Innovative pedagogy adopted:

Prepared by:
Faculty

Approved by:
Specialisation Head

Date:

Date:

Date:

A. Execution:

<u>Session</u>	<u>Actual</u>	<u>Topic Covered</u>	<u>Attendance</u>	<u>Evaluation</u>	<u>Case</u>	<u>Quiz</u>	<u>CR Sign</u>
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<u>No.</u>	<u>Date</u>		<u>%</u>	<u>Method</u>	<u>Study Ref.</u>	<u>Ref.</u>	
1							
2							
3							
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11							

B. Evaluation:

Component	Details	Marks
Presentations & Viva	Mandatory	5+5
Class Test (3 for MMS)	Mandatory (MCQ, Descriptive, Etc)	20
Assignments / Others	Mandatory	5
Participation/Attendance	Mandatory	5
Final Exam	Mandatory	60

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Comments / Suggestions / Recommendations:

Suggestions (if any) to students on subject related Certificate/Diploma or Add-on program: -

Signature of Faculty

Signature of the Co-ordinator