



Dr. V. N. Bedekar Institute of Management Studies, Thane
Teaching Plan (MMS / PGDM)
Academic Year (2014-16)

Programme: MMS

Semester: III

Name of the Course: Consumer & Industrial Buyer Behaviour

Maximum marks: 100 **No. of Sessions:** 15

Name of the Faculty: Nitin Joshi **Mobile No:** 9820163314 **Email:** njoshi@vpmthane.org
Weblink:

Learning Objectives:

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.

Reference Books:

Consumer Behavior Schiffman & Kanuk 6th edition Prentice Hall India

2. Consumer Behavior Loudon & Della Bitta 4th edition Tata McGraw Hill

3. Consumer Behaviour in Indian Context, Suja R Nair, Himalaya Pub. House]

4. Consumer Behavior building marketing strategy: Hawkins Best & Coney 7THedition McGraw Hill International edition

5. Satish Batra & S. H. H. Kazmi: Consumer Behavior Text & Cases (Excel)

6. Industrial Marketing – Analysis, Planning and Control By Robert Reeder, Edward G. Briety and Betty Reeder – Prentice Hall of India.

7. Industrial Marketing Management – By Michael D. Hutt [Arizona State University], Thomas W. Speh [Miami University] – Published by Holt Sarenders

8. Industrial Marketing – By Krishna K. Havaldar – Tata McGraw Hill

9. Consumer Buyer Behaviour – Rajneesh Krishna – Oxford Publications

10. Case Studies in Consumer Behaviour – Dr S Ramesh Kumar – Pearson Publications

11. Consumer Behaviour – Leon G Schiffman, Leslie Lazar Kanuk, S Ramesh Kumar – Pearson Publications

Plan:



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Session No	Topics to be covered	Pedagogy	Remark
1	Diversity of consumer behavior; Role of consumer behavior in marketing strategy.	Lecture - Slides	
2	Individual aspects of consumer behavior: Perception, Learning & Information Processing, Motivation and Involvement, Attitudes and Personality	Lecture - Slides	
3	External Influences: Group behavior; Social class; Opinion leaders; Reference Groups. Role of Culture and Subcultures; Family	Lecture - Slides	
4	Consumer decision process: Problem recognition; Search and evaluation of alternatives; Purchase process; Post purchase behavior and cognitive dissonance.	Lecture - Slides	
5	Consumer adoption process and diffusion of innovation; Situational influences.	Lecture - Slides	
6	Cross-cultural issues of consumer behaviour Rural consumer behaviour	Lecture - Slides	
7	Organisational buying behaviour Behaviour for FMCGs v/s Consumer durables v/s Services Consumer behavioural research	Lecture - Slides	
8	Organization buying process: Roles of buying centers/ Decision making units.	Lecture - Slides	
9	Application of consumer behavior studies in Consumerism in India and global markets.	Lecture - Slides	
10	To understand the industrial products, characteristics and applications Differences between Industrial Marketing and Consumer Marketing with specific reference to the Marketing mix Segmenting	Lecture - Slides	



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11	Industrial Markets and positioning the products Vendor selection process, value analysis and value engineering Importance of costing, pricing and bidding; Factors influencing industrial product pricing	Lecture - Slides	
12	Industrial buying behaviour; the importance of decision making process in Industrial Marketing Use of various promotional tools, viz., advertising, catalogues, brochures, participation in exhibitions – the effectiveness of each of these tools in Industrial	Lecture - Slides	
13	Marketing Role of Personal Selling in Industrial Marketing; Importance of consultants and expectations from the consultants in marketing	Lecture - Slides	
14	Case Studies and Presentation	Lecture - Slides	



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Evaluation:

I) Internal:

Component	Details	Marks
Class Test	2 tests, best of two	20
Presentation, Assignment etc.	Topic wise, Case study	10
Class Participation	Oral Questions, Debate, Query, Attendance	5
Student Conduct	Grooming, Behaviour	5

Dr. Nitin Joshi

Signature of Faculty

Signature of Co-ordinator