## SD COLLEGE HOSHIARPUR

# DEPARTMENT OF MANAGEMENT

## LECTURE PLAN FOR THE SESSION 2021-2022

Class	BBA(SEMESTER-V)
Subject name and code	BBA 305: CONSUMER BEHAVIOUR
Max. Marks and duration of exam.	100 (Theory:80, Internal Assessment:20) and 3 hours
Duration of lecture	45 minutes per day
No. of lectures delivered per week	6 lectures
Submitted by	Saurabh Thakur, Department of Management

**COURSE OBJECTIVE:** The course of Consumer Behaviour aims at enabling students to understand the process of consumer behaviour, issues and dimensions, various internal and external factors that influence consumer behaviour and to apply this understanding to the development of marketing strategy.

# **COURSE OUTLINE:**

UNIT	TOPIC	CONTENT	OBJECTIVE	METHODS AND	SOURCES
				TECHNIQUES	
I	Consumer	Nature,	The course of	-Google Class	1.Consumer
	Behaviour	characteristics,	Consumer Behaviour	room teaching	Behaviour by
		Scope, Relevance			Leon G.
		& Application;	aims at enabling	with examples	Schiffman&
		Importance of	students to understand	-Group	Leslie L.
		consumer		1	Kanuk, Prentice
		behaviour in	the process of consumer	Discussions	Hall Publication
		marketing	behaviour, issues and	- Power point	2. Consumer
		decisions;	, in the second	1	Behaviour –
		Consumer Vs	dimensions, various	Presentations	Buying,
		Industrial Buying	internal and external	- Class room tests	Having, and
		Behaviour Role			Being by M R
		of Motivation;	factors that influence	and assignments	Solomon,
		Personality and	consumer behaviour		Pearson
		Self Concept;			Prentice Hall
		Attention and	and to apply this		3.Consumer
		Perception;	understanding to the		Behaviour –
	Determinant	Consumer			Building
	s of	Learning;	development of		Marketing
	Consumer	Consumer	marketing strategy.		Strategy by D.
	Behaviour	Attitudes-			I. Hawkins and

	Formation and Change; Consumer Values and Lifestyles  Influence of Culture and Sub Culture; Social Class; Reference Groups and Family Influences; Basic models of consumer behaviour		J. B. Roger, Tata McGraw Hill 4.Consumer Behaviour by R.D.Blackwell, P.W. Miniard,&J.F. Engel, Cengage Learning 5.Marketing Management by Philip Kotler and K L Keller, Pearson (Global Edition)
External Determinant s of Consumer Behaviour			
UNIT-II Consumer Decision Making Process	Consumer Decision Making Process: Problem Recognition- methods of problem solving; prepurchase search influences- information search; alternative evaluation and selection; outlet selection and purchase decision (compensatory decision rule, conjunctive decision, rule, Lexicographic rule, affect		
Diffusion of Innovation	referral, disjunctive rule);		

	<b>D</b>
	Post Purchase Behaviour;
	Situational
	Influences;
	Cognitive
	Dissonance
Consumer Involvement	Definition of
	innovation,
	product
	characteristics
	influencing
Researching Consumer	diffusion,
Behaviour	resistance to
	innovation,
	adoption process
	Role of
	Consumer
	Involvement;
	Customer
	Satisfaction;
	Consumer
	behaviour-
	interdisciplinary
	approach
	Online Customer
	Behaviour;
	Diversity of
	Consumer
	Behaviour;Role
	of Consumer
	Behaviour in
	Marketing
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Strategy		

## **Question Bank**

## **Short answer type questions:**

- 1. Meaning of consumer behaviour.
- 2. 2.Importance of customer satisfaction.
- 3.Role of consumer values in buying decision.
- 4. Meaning of e-CRM.
- 5. Need for researching consumer needs.
- 6. Meaning of cognitive dissonance.
- 7. Nicosia model of buyer behaviour.
- 8. Howard Sheth model
- 9.Online customer behaviour.
- 10.Define Perception.

#### Long answer type questions:

- 1. What is attitude change. Discuss the various attitude change strategies that are adopted by marketers with relevant examples.
  - 2.Discuss the role of reference groups and family on consumer behaviour.
- 3. What is cross cultural consumer analysis? How can a multinational company use cross cultural research to design each factor in marketing mix.
- 4. Provide an overview of the consumer buying process. Provide a brief explanation of the major influences on consumer buyers.
- 5.Differentiate between selective perception and Halo effect. What is the role of two in consumer behaviour?
  - 6.Explain in detail the determinants of consumer behaviour giving relevant examples.
- 7.Differentiate between online consumer behaviour and general consumer behaviour. Highlight the importance of studying online consumer behaviour.
- 8Highlight the scope of consumer behaviour. Discuss the need and importance of studying consumer behaviour.

9.Define perception. What factors influence perception. What are the barriers to perception.

10. How can knowledge of motivation theories help marketing managers?