

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 TECHNIQUES	SOURCES
I	Consumer Behaviour	Nature, characteristics, Scope, Relevance & Application; Importance of consumer behaviour in marketing decisions; Consumer Vs Industrial Buying Behaviour Role of Motivation; Personality and Self Concept; Attention and Perception; Consumer Learning; Consumer Attitudes-	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.	-Google Classroom teaching with examples -Group Discussions - Power point Presentations - Class room tests and assignments	1.Consumer Behaviour by Leon G. Schiffman& Leslie L. Kanuk, Prentice Hall Publication 2. Consumer Behaviour – Buying, Having, and Being by M R Solomon, Pearson Prentice Hall 3.Consumer Behaviour – Building Marketing Strategy by D. I. Hawkins and

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

Short answer type questions:

1. Meaning of consumer behaviour.
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.
8. Highlight 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?