



Mangalmai Institute of Management Technology

Greater Noida (U.P.)



Lesson Plan

Program: BBA Semester: IV Course Code: BBA-401 Course Name: Consumer Behavior

Course Objectives

(CO1): Remember and comprehend basic Consumer models concepts.

(CO2): Understand marketing Insights on application of Determinants of Consumer Behavior.

(CO3): Understand and analyzing Consumer Decision Making Process & Consumer Involvement

(CO4): Develop skills to evaluate the Researching Consumer Behavior

Session Duration: 60 minutes

Participants: BBA 2ND year students

Entry level knowledge and skills of students

- i. Basic knowledge of Concept of HR
- ii. Human skills like Empathy, team work, leadership

Equipment required in Classroom/ Laboratory/ Workshop

- i. Computer / Projector
- ii. Smart Board / White Board / Marker

Assessment Schemes

S. No.	Criteria	Marks (100)
1	CCSU End Term Examination	75
2	Internal Evaluation Scheme	25
2(a)	Teacher Assessment (Continuous Evaluation) (Any 2 & attendance)	20
2(a)(i)	Assignment I	10
2(a)(ii)	Assignment II	10
2(a)(iii)	Attendance (compulsory)	5

Course Outcomes (starting with action-oriented observable and measurable verb)

CO1: The objective of this course is to help students understand the concept of Consumer Behaviour & its applications.



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CO2: Remember and Comprehend basic Consumer models concepts.
CO3: Understand marketing Insights on application of Determinants of Consumer Behaviour.
CO4: Understand and analysing Consumer Decision Making Process & Consumer Involvement
CO5: Develop skills to evaluate the Researching Consumer Behaviour

L. No.	Topics	Sub Topics	Date of implementation	Pedagogy	CO-Covered	Faculty Sign	HoD's Remark with Date
Unit - 1							
1.	Consumer Behaviour	Nature and characteristics			1		
2.	Consumer Behaviour	Scope,			1		
3.	Consumer Behaviour	Relevance & Application			1		
4.	Importance of consumer behaviour in marketing decisions	Marketers and consumers			1		
5.	Consumer behaviour	Consumer buying behaviour			1		
6.	Buying decision	process			1		
7.	Consumer behaviour	Industrial buyer behaviour			1		
8.	Consumer behaviour	Consumer buyer behaviour			1		
Unit - 2							
9.	Determinants of Consumer Behaviour	Components and elemnts of consumer behaviour			2		
10.	Consumer behaviour	Role of Motivation			2		
11.	Physiological factor	Personality and Self			2		



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		Concept					
12.	Psychological factor	Attention and Perception Consumer Learning			2		
13.	Social factors	Consumer Attitudes Formation and Change Consumer Values and Lifestyles			2		
14.	External Determinants of Consumer Behaviour	Influence of Culture and Sub Culture			2		
15.	Social Class	Reference Groups and Family Influences			2		
16.	Basic models of consumer behaviour	Models			2		
Unit - 3							
17.	Consumer Decision Making Process	Problem Recognition- methods of problem solving			3		
18.	Consumer Decision Making Process	Pre-Purchase search influences- information search			3		
	Consumer Decision Making Process	alternative evaluation and selection			3		
19.	Consumer Decision Making Process	outlet selection and purchase decision;			3		
20.	Consumer Decision	Post Purchase Behaviour			3		



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	Making Process						
21.	Consumer Decision Making Process	Situational Influences; Cognitive Dissonance.			3		
22.	Diffusion of Innovation	Definition of innovation, product characteristics influencing diffusion			3		
23.	Diffusion of Innovation	resistance to innovation			3		
24.	Diffusion of Innovation	adoption process			3		
Unit - 4							
25.	Consumer Involvement	Highly involvement			4		
26.	Role of Consumer Involvement	Low involvement			4		
27.	Customer Satisfaction	Level of satisfaction			4		
28.	Consumer behaviour	approaches			4		
29.	interdisciplinary approach	Value emotions and motives			4		
30.	Consumer behaviour	Motives			4		
31.	interdisciplinary approach	Detail study			4		
32.	Approaches	Consumer behaviour			4		
Unit - 5							
33.	Researching Consumer Behaviour	Ways to research consumer behaviour			5		
34.	Online Customer Behaviour				5		
35.	Diversity of	Various			5		



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	Consumer Behaviour	cultural aspects of consumer behaviour					
36.	Role of Consumer Behaviour in Marketing Strategy	Marketing strategies			5		
37.	Research methodology	Primary			5		
38.	Research methodology	Secondary			5		
39.	Diversity in consumer behaviour	Various cultural differences			5		
40.	Consumer behaviour	Steps to analyse			5		
Revision							
41.	Consumer behaviour						
42.	models						
43.	Buying decision process						
44.	Cultural differences						
45.	Research Analysis						
46.	factors						
47.	Psycho analytic factor						
48.	Steps in buying						

Text Books: Consumer Behavior Schiffman&Kanuk

Reference Books: Consumer Behavior Louden & Bitta

Journals: Journal of Marketing Management and Consumer Behavior (ISSN: 2371-3615)



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Electronic Database: https://en.wikipedia.org/wiki/Consumer_behaviour