

Course Name (Code) : CONSUMER BEHAVIOUR (BBA/DMKG/603)				Faculty : Dr. Sneha Sharma	
Topics / lectures are arranged in sequence - same - as to be taught in the class. Maintain data related to "Date" in its hard copy.					
S. No.	Lecture No	Topic Description	Teaching Pedagogy	Reference Material	Remarks, if any
1	1	Introduction to Consumer Behavior	WHITE BOARD	T5 & NOTES	
2	2	Nature, scope & application	WHITE BOARD	T5 & NOTES	
3	3	Importance of Consumer Behavior in Marketing Decisions	WHITE BOARD	T5 & NOTES	
4	4	Characteristics of Consumer Behavior	WHITE BOARD	T5 & NOTES	
5	5	Role of Consumer Research	WHITE BOARD	T5 & NOTES	
6	6	CASE STUDY			
7	7	CASE STUDY			
8	8	Internal influences on consumer behavior	WHITE BOARD / PPT	T5 & NOTES	
9	9	Attitude - models (tri-component model, multi attribute model)	WHITE BOARD	T5 & NOTES	
10	10	Theories of Attitude	WHITE BOARD	T5 & NOTES	
11	11	Consumer Personality and self-concept	WHITE BOARD / PPT	T5 & NOTES	
12	12	Nature of Personality	WHITE BOARD / PPT	T5 & NOTES	
13	13	Theories of Personality - Freudian, Jungian, Neo-Freudian, Trait theory	WHITE BOARD	T5 & NOTES	
14	14	Theory of self-images & Role of self-consciousness	WHITE BOARD / PPT	T5 & NOTES	
15	15	Consumer Perception: Perceptual process - selection, organization & interpretation	WHITE BOARD / PPT	T5 & NOTES	
16	16	Consumer motivation and theories of motivation	WHITE BOARD	T5 & NOTES	
17	17	CASE STUDY			
18	18	CASE STUDY			
19	19	External influences on consumer behavior: Group Dynamics	WHITE BOARD / PPT	T5 & NOTES	
20	20	Consumer Reference Group - Different types of reference groups, factors affecting reference group influence	WHITE BOARD / PPT	T5 & NOTES	
21	21	Family & Consumer Behavior - Consumer socialization process	WHITE BOARD / PPT	T5 & NOTES	
22	22	Consumer roles within a family, family life cycle.			
23	23	Consumer decision-making process: problem recognition, pre-purchase search influences, information evaluation, purchase decision			
24	24	Compensatory decision rule, Conjunctive decision rule, Lexicographic rule	WHITE BOARD	T5 & NOTES	
25	25	Affect Referral, Disjunctive Rule, Post Purchase Evaluation, Situational Influences.	WHITE BOARD	T5 & NOTES	
26	26				
27	27				

Study Material / Books / Web-resources / Online Courses Links etc.

S. No.	BOOKS
1	LeonG. Schiffman, Leslie LazarkAnuk.Consumer Behavior, Prentice Hal Iof India.
2	R.D.Blackwell, P.W.Miniard & J.F.Engel. ConsumerBehaviour, Cengage India Private Limited.
3	Dr.S.L.Gupta and SumitraPal .ConsumerBehavior, Sultan Chand and Sons Educational Publishers
4	Henry Assael(HA).Consumer Behavior, Asian Books Private Ltd.
5	Majumdar, R. (2010/2024) Consumer behaviour: Insights from Indian market. New Delhi: PHI Learning