



# SWARNANDHRA

## COLLEGE OF ENGINEERING & TECHNOLOGY

(AUTONOMOUS)

Accredited by National Board of Accreditation, AICTE, New Delhi Accredited by NAAC with "A" Grade - 3.32 CGPA Recognized under 2(f) & 12(B) of UGC Act 1956 Approved by AICTE, New Delhi Permanent Affiliation to JNTUK, Kakinada Seetharampuram, W.G. DT, Narsapur-534280 (Andhra Pradesh)

### DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION TEACHING PLAN

Course code	Course title	Year/Sem	Branch	Contact Hr/week	Academic year	Commencement Date
19MB3E01	Consumer behaviour	III	MBA	5	2021-2022	17/11/2021

COURSE OUTCOMES: Students are able to

1. Understand the market segments, evolution, models of consumer behavior. (K1)
2. Evaluate the psychological foundations of Consumer behavior. (K1)
3. Study the consumer Decision Making Process, High low involvement-Purchase process, post purchase process, brandloyalty. (K2)
4. Identify the Consumer personality and taste assessment. (K5)
5. Analyze Consumer Retention Strategies, consumer post purchase's power(K5)

Week No.	Unit	Out Comes	Topics/Activity	Book reference	Con. Hr	Delivery Method	
1 2 3	1	Understand the market segments, evolution, models of consumer behavior. (K1)	<b>UNIT I: Introduction to Consumer Behaviour</b>				Chalk & Talk.
			1.1	Consumer Behaviour	T1, T2	1	
			1.2	Scope of Consumer Behaviour	T1, T2	1	
			1.3	Consumer and Customers.	T1, T2	1	
			1.4	Development of Marketing Concept	T1, T2	1	
			1.5	Consumer Behaviour and Marketing Communication	T1, T2	1	
			1.6	Marketing Communication Flow	T1, T2	1	
			1.7	Interpersonal Communication	T1, T2	1	
			1.8	Persuasive Communications.	T1, T2	1	
				<i>Relevant case studies to be discussed</i>		2	
	<b>Total class</b>		<b>10</b>				
4 5 6	2	Evaluate the psychological foundations of Consumer behavior. (K1)	<b>II. Marketing Segmentation and Positioning</b>				Chalk & Talk, PT, Tutorial, Active Learning & Case Study
			2.1	Requirements for Effective Segmentation,	T1, T2	1	
			2.2	Bases for Segmentation	T1, T2	1	
			2.3	Product Positioning	T1, T2	1	
			2.4	Positioning Strategy,	T1,	1	
			2.5	Positioning Error	T2	1	
			2.6	Consumer Motivation	T2	1	
			2.7	motivational Conflict	T1, T2	1	
			2.8	Motivational Theories, Maslow's hierarchy of needs	T1, T2	1	
				<i>Relevant case studies to be</i>		2	

				<i>discussed</i>				
				<b>Total class</b>			<b>10</b>	
				<b>MID EXAM-I</b>				
7	3	Study the consumer	<b>III.Situational Influence on Consumer's Decision</b>					
8		Decision Making Process, High low involvement-Purchase process, post purchase process, brand loyalty. (K2)	3.1	Decision Models	T1	1	Chalk & Talk, PPT, Tutorial	
			3.2	Nature of Situational Influence	T1	1		
			3.3	Situational Variable	T1	1		
			3.4	Types of Consumer Decisions, Nicosia Model of Consumer Decision-making	T1	1		
			3.5	Howard-Sheth Model	T1,T2	1		
			3.6	Engel, Blackwell	T1	1		
			3.7	Merits and demerits	T1	1		
			3.8	Miniard Model	T1	1		
			3.9	Advantages and disadvantages of Miniard Model	T1	1		
				<i>Relevant case studies to be discussed</i>	T1,T2	1		
	<b>Total class</b>			<b>10</b>				
	4	Identify the Consumer personality and taste assessment. (K5)	<b>UNIT-IV:Consumer Personality</b>					
9 10 11 12			4.1	personality Theories	T3	1	Chalk & Talk, PPT & Tutorial, Mini project	
			4.2	Brand Personality	T3	1		
			4.3	emotions Consumer Perception	T3	1		
			4.4	Perceptual Selection	T1	1		
			4.5	Factors that Distort Individual Perception	T3	1		
			4.6	Price Perceptions	T3	1		
			4.7	Perceived Product and Service Quality	T3	1		
			4.8	Consumer Risk Perceptions				
				<i>Relevant case studies to be discussed</i>	T3	2		
	<b>Total class</b>			<b>10</b>				
			<b>V. Consumer Decision</b>					
13 14 15	5	Analyze Consumer Retention Strategies, post consumer purchase's power(K5)	5.1	Consumer Decision-making Process	T1,T3	1	Chalk & Talk, PPT, Tutorial, Case study based learning.	
			5.2	Problem Recognition	T1,T3	1		
			5.3	Search and Evaluation of Alternatives:	T1,T3	1		
			5.4	Evaluation of Alternatives	T1,T3	1		
			5.5	Best Alternatives	T1,T3	1		
			5.6	Outlet Selection	T1,T3	1		
			5.7	Purchase and Post Purchase Behaviour	T1,T3	1		
			5.8	Merits and demerits Purchase and Post Purchase Behaviour	T1,T2	1		
			5.9	Post Purchase Behaviour	T1,T3	1		
	<i>Relevant case studies to be discussed</i>	T1,T3	1					
	<b>Total class</b>			<b>10</b>				
			<b>Grand total</b>			<b>50</b>		
			<b>MID EXAM-II</b>					

**Text Books:**

11	Ramneek Kapoor, Nnamdi O Madichie: —Consumer Behaviour Text and Casesl, TMH, New Delhi, 2012
12	Ramanuj Majumdar: —Consumer Behavior insight from Indian Marketl, PHI Learning, New Delhi, 2011.
13	M.S.Raju: —Consumer Behavior Concepts, applications and Casesl, Vikas Publishing House, New Delhi, 2013.

**Reference books:**

R1	Michael R. Solomon, Consumer Behavior, Pearson Education India
R2	Leon G schiffmon, Leslie Lazor Konuk, S. Ramesh Kumar, Consumer Behavior, Pearson education India, 10 <sup>th</sup> edition, 2019.

**Web Details:**

<https://www.shipbob.com/blog/online/consumer-behavior>  
<https://researchguides.library.vanderbilt.edu/c.php?g=68578&p=446567>

	Name	Signature with Date
i.	Faculty	Ms. Ch. Pavani.
ii.	Faculty II (for common Course)	Ms. K Harika
iii.	Course Coordinator	Ms. OVAM Sridevi
iv.	Module Coordinator	Mr. Ch. Praveen.
v.	Programme Coordinator	Dr. G. Grace.

  
Principal