

**SD COLLEGE HOSHIARPUR**  
**DEPARTMENT OF COMMERCE**  
**LECTURE PLAN**

Class	B.COM(SEMESTER-IV)
Subject name and code	BCH 409 : 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	3 lectures
Submitted by	Ms Sahiba Jain, Department of Commerce

**Objective:** The paper aims at enabling students to understand the process of consumer behaviour, the various external and internal factors that influence consumer behaviour and to apply the concept to the development of marketing strategy.

**UNIT-I**

SR.NO	TOPIC	TEACHING POINTS	OBJECTIVE	METHODS AND TECHNIQUES	RESOURCES AND LINKS
	Introduction to Consumer Behavior:  Behavior Studies  Problem Recognition  Evaluation and Selection	Scope and Relevance of Consumer  Buying Decision Process; Basic Model of Consumer Behavior  Problem Recognition – Methods of Problem Solving; Information Search  Alternative Evaluation and Selection, Outlet Selection and Purchase, Post Purchase Behavior and	The paper aims at enabling students to understand the process of consumer behaviour, the various external and internal factors that influence consumer behaviour and to apply the concept to the development of marketing strategy.	1)Class teaching with examples 2)Group discussions 3)Power point presentations	1. Schiffman L.G. and Kanuk L.L., Consumer Behaviour, 9th Edition, Prentice Hall of India, NewDelhi 2. Assel Henry, Consumer Behaviour, Biztantra, NewDelhi. 3. Hawkins, D. I. & Roger, J. B. and Kenneth, A.C. . Consumer Behaviour-Building 4. Satish Batra& S. H. H. Kazmi: Consumer Behavior Text &

	Role of Involvement	Customer Satisfaction, Role of Involvement. Individual Determinants of Consumer Behaviour			Cases(Excel).
	Role of Motivation	Role of Motivation; Personality and Self Concept, Attention and Perception, Consumer Learning Consumer			
	Attitudes	Formation and Change; Consumer Values and Lifestyles.			
	External Determinants of Consumer Behavior	Influence of Culture and Subculture; Social Class; Reference Groups and Family Influences; Diffusion of Innovations.			

## UNIT-II

SR.NO	TOPIC	TEACHING POINTS	OBJECTIVE	METHODS AND TECHNIQUES	RESOURCES AND LINKS
	Consumer Decision Process	Problem Recognition; Search and Evaluation of Alternatives; Purchase Process; Post Purchase Behaviour and Cognitive Dissonance. Models of	, The paper aims at enabling students to understand the process of consumer behaviour, the various external and		

		<p>Consumer Behaviour; Researching Consumer Behaviour; Online Customer Behaviour. Diversity of Consumer Behaviour; Role of Consumer Behaviour in Marketing Strategy.</p>	<p>internal factors that influence consumer behaviour and to apply the concept to the development of marketing strategy.</p>		
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### QUESTION BANK

1. Why contextual clue is of interest to marketers?
2. What factors affect the strength of learning
3. What is relationship b/w involvement and motivation?
4. What is problem recognition?
5. What is conjunctive decision rule?
6. What is consumption guilt?
7. What are the sources of information for consumers?
8. List various forms of perceptual distortions?
9. Post purchase disposal?
10. Gestalt principle.

**NOTE: UNIT-I AND A FEW CHAPTERS FROM UNIT II WILL BE COMPLETED BEFORE HOUSE EXAMINATIONS (i.e.75%) AND REST WILL BE COMPLETED AFTER HOUSE EXAMINATION (i.e. 25%)**