



CONSUMER BEHAVIOUR

PROF. SRABANTI MUKHERJEE

Department of Management
IIT Kharagpur

INDUSTRIES APPLICABLE TO : Marketing Department of the companies dealing in B2C and B2B markets

COURSE OUTLINE :

Drawing heavily from the fields of psychology, anthropology and economics; the concepts of Consumer Behaviour puts forth the decision-making processes of buyers, both individually and in groups. It studies the decision-making parameters at both individual as well as group levels as endeavors to understand the consumer preferences and choice heuristics. The course will also bring forth the parameters, process and conflicts while considering family as decision-making unit. The course will sensitize the participants about how the aforesaid concepts will help them in designing appropriate marketing mix and the overall marketing strategy.

ABOUT INSTRUCTOR :

Prof. Srabanti Mukherjee is an Assistant Professor in Marketing at Vinod Gupta School of Management, Indian Institute of Technology Kharagpur, India. She holds a PhD degree from Indian Institute of Engineering Science and Technology Shibpur, India. Prior to joining this Institute she has taught in several premiere institutes including Indian Institute of Management Indore, Indian Institute of Social Welfare and Business Management, IEST Shibpur and Visva Bharti University. Her key teaching interests are consumer behaviour, marketing to the bottom of the pyramid, and advanced marketing research. She has authored a book titled Consumer Behaviour, Cengage Learning India Pvt. Ltd. Apart from publishing quite a few papers in peer-reviewed journals and conferences, she has also registered business cases in Ivey Publishing portal co-distributed through Harvard Business School Publishing.

COURSE PLAN :

Week 1: Introduction to Consumer Behaviour, The Changing Patterns of Consumer Behaviour, Use of Market , Segmentation in Consumer Behaviour, Dimensions of Consumerism, Process of Motivation

Week 2: Theories of Motivation-1, Theories of Motivation-2, Consumer Involvement, Case study on Motivation and Involvement, Consumer perception and imagery

Week 3: Case Study on Consumer Perception formation, Theories of Personality, Self-Concept, Learning theories, Case Study on Consumer Learning Process

Week 4: Attitude Formation-1, Attitude Formation-2, Changing Attitude, Attitude Formation, Case Study on Consumer, Consumers' Value

Week 5: AIO classification of Lifestyle, VALSTM Typology, Application of Lifestyle in Marketing, Culture and subculture, Group as a determinant of buyer behaviour

Week 6: Celebrities as Reference group, Concept of family and family life-cycle, Family Buying Decisions, Case Study on Family Buying Decisions, Diffusion of Innovation

Week 7: Opinion Leadership Types of Consumer Buying Behaviour, Black-Box Model, Modelling Buyer Behaviour-1, Modelling Buyer Behaviour-2

Week 8: Modelling Buyer Behaviour-3, Modelling Industrial buyer Behaviour-1, Modelling Industrial buyer Behaviour-2, Dimensions of Consumer Research, Course Wrap up



NPTEL Online Certification

(Funded by the MoE, Govt. of India)



This certificate is awarded to

ABIRAMI R

for successfully completing the course

Consumer Behaviour

with a consolidated score of **52** %

Online Assignments	22.08/25	Proctored Exam	30/75
--------------------	----------	----------------	-------

Total number of candidates certified in this course: **3225**

Jan-Mar 2023

(8 week course)

Prof. Debjani Chakraborty
Coordinator, NPTEL
IIT Kharagpur



Indian Institute of Technology Kharagpur



Roll No: NPTEL23MG45S24372445

To validate the certificate



No. of credits recommended: 2 or 3



NPTEL Online Certification

(Funded by the MoE, Govt. of India)



This certificate is awarded to
ANEES FATHIMA
for successfully completing the course

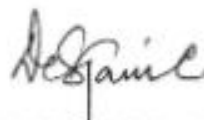
Consumer Behaviour

with a consolidated score of **53** %

Online Assignments	22.5/25	Proctored Exam	30/75
--------------------	---------	----------------	-------

Total number of candidates certified in this course: **3225**

Jan-Mar 2023
(8 week course)


Prof. Debjani Chakraborty
Coordinator, NPTEL
IIT Kharagpur



Indian Institute of Technology Kharagpur



Roll No: NPTEL23MG45S24372490

To validate the certificate



No. of credits recommended: 2 or 3



Elite

NPTEL Online Certification

(Funded by the MoE, Govt. of India)



This certificate is awarded to

K SHALINI

for successfully completing the course

Consumer Behaviour

with a consolidated score of **60** %

Online Assignments	22.5/25	Proctored Exam	37.5/75
--------------------	---------	----------------	---------

Total number of candidates certified in this course: **3225**

Jan-Mar 2023

(8 week course)

Prof. Debjani Chakraborty

Coordinator, NPTEL
IIT Kharagpur



Indian Institute of Technology Kharagpur



Roll No: NPTEL23MG45S14376436

To validate the certificate



No. of credits recommended: 2 or 3



NPTEL Online Certification

(Funded by the MoE, Govt. of India)



This certificate is awarded to

KAVIYA S

for successfully completing the course

Consumer Behaviour

with a consolidated score of **50** %

Online Assignments	16.67/25	Proctored Exam	33/75
--------------------	----------	----------------	-------

Total number of candidates certified in this course: **3225**

Jan-Mar 2023

(8 week course)

Prof. Debjani Chakraborty
Coordinator, NPTEL
IIT Kharagpur



Indian Institute of Technology Kharagpur



Roll No: NPTEL23MG45S14370510

To validate the certificate



No. of credits recommended: 2 or 3



NPTEL Online Certification

(Funded by the MoE, Govt. of India)



This certificate is awarded to

M BAVANIKA

for successfully completing the course

Consumer Behaviour

with a consolidated score of **53** %

Online Assignments	22.5/25	Proctored Exam	30/75
--------------------	---------	----------------	-------

Total number of candidates certified in this course: **3225**

Jan-Mar 2023

(8 week course)

Prof. Debjani Chakraborty
Coordinator, NPTEL
IIT Kharagpur



Indian Institute of Technology Kharagpur



Roll No: NPTEL23MG45S24376160

To validate the certificate



No. of credits recommended: 2 or 3



NPTEL Online Certification

(Funded by the MoE, Govt. of India)



This certificate is awarded to

MANJULADEVI M

for successfully completing the course

Consumer Behaviour

with a consolidated score of **54** %

Online Assignments	22.5/25	Proctored Exam	31.5/75
--------------------	---------	----------------	---------

Total number of candidates certified in this course: **3225**

Jan-Mar 2023

(8 week course)

Prof. Debjani Chakraborty
Coordinator, NPTEL
IIT Kharagpur



Indian Institute of Technology Kharagpur



Roll No: NPTEL23MG45S14376448

To validate the certificate



No. of credits recommended: 2 or 3



NPTEL Online Certification

(Funded by the MoE, Govt. of India)



This certificate is awarded to
PRIYADHARSHINI S
for successfully completing the course

Consumer Behaviour

with a consolidated score of **54** %

Online Assignments	24.17/25	Proctored Exam	30/75
--------------------	----------	----------------	-------

Total number of candidates certified in this course: **3225**

Jan-Mar 2023
(8 week course)

Prof. Debjani Chakraborty
Coordinator, NPTEL
IIT Kharagpur



Indian Institute of Technology Kharagpur



Roll No: NPTEL23MG45S14372138

To validate the certificate



No. of credits recommended: 2 or 3



NPTEL Online Certification

(Funded by the MoE, Govt. of India)



This certificate is awarded to

R ATHIRA

for successfully completing the course

Consumer Behaviour

with a consolidated score of **53** %

Online Assignments	22.92/25	Proctored Exam	30/75
--------------------	----------	----------------	-------

Total number of candidates certified in this course: **3225**

Jan-Mar 2023

(8 week course)

Prof. Debjani Chakraborty
Coordinator, NPTEL
IIT Kharagpur



Indian Institute of Technology Kharagpur



Roll No: NPTEL23MG45S24372513

To validate the certificate



No. of credits recommended: 2 or 3



NPTEL Online Certification

(Funded by the MoE, Govt. of India)



This certificate is awarded to

R JANANI

for successfully completing the course

Consumer Behaviour

with a consolidated score of **53** %

Online Assignments	22.5/25	Proctored Exam	30/75
--------------------	---------	----------------	-------

Total number of candidates certified in this course: **3225**

Jan-Mar 2023

(8 week course)

Prof. Debjani Chakraborty
Coordinator, NPTEL
IIT Kharagpur



Indian Institute of Technology Kharagpur



Roll No: NPTEL23MG45S14372019

To validate the certificate



No. of credits recommended: 2 or 3



NPTEL Online Certification

(Funded by the MoE, Govt. of India)



This certificate is awarded to

RAMKUMAR S

for successfully completing the course

Consumer Behaviour

with a consolidated score of **54** %

Online Assignments	22.5/25	Proctored Exam	31.5/75
--------------------	---------	----------------	---------

Total number of candidates certified in this course: **3225**

Jan-Mar 2023

(8 week course)

Prof. Debjani Chakraborty
Coordinator, NPTEL
IIT Kharagpur



Indian Institute of Technology Kharagpur



Roll No: NPTEL23MG45S14372144

To validate the certificate



No. of credits recommended: 2 or 3



Elite
NPTEL Online Certification
(Funded by the MoE, Govt. of India)



This certificate is awarded to
S SATHYA
for successfully completing the course

Consumer Behaviour

with a consolidated score of **60** %

Online Assignments	22.5/25	Proctored Exam	37/75
--------------------	---------	----------------	-------

Total number of candidates certified in this course: **3225**

Jan-Mar 2023
(8 week course)


Prof. Debjani Chakraborty
Coordinator, NPTEL
IIT Kharagpur



Indian Institute of Technology Kharagpur



Roll No: NPTEL23MG45S14376493

To validate the certificate



No. of credits recommended: 2 or 3



Elite

NPTEL Online Certification

(Funded by the MoE, Govt. of India)



This certificate is awarded to
SABAREESH WARAN S
for successfully completing the course

Consumer Behaviour

with a consolidated score of **60** %

Online Assignments	18.33/25	Proctored Exam	41.5/75
--------------------	----------	----------------	---------

Total number of candidates certified in this course: **3225**

Jan-Mar 2023
(8 week course)

Prof. Debjani Chakraborty
Coordinator, NPTEL
IIT Kharagpur



Indian Institute of Technology Kharagpur



Roll No: NPTEL23MG45S14374366

To validate the certificate



No. of credits recommended: 2 or 3



NPTEL Online Certification

(Funded by the MoE, Govt. of India)



This certificate is awarded to
SALAYAVATHI
for successfully completing the course

Consumer Behaviour

with a consolidated score of **54** %

Online Assignments	23.75/25	Proctored Exam	30/75
--------------------	----------	----------------	-------

Total number of candidates certified in this course: **3225**

Jan-Mar 2023
(8 week course)


Prof. Debjani Chakraborty
Coordinator, NPTEL
IIT Kharagpur



Indian Institute of Technology Kharagpur



Roll No: NPTEL23MG45S24372468

To validate the certificate



No. of credits recommended: 2 or 3



Elite

NPTEL Online Certification

(Funded by the MoE, Govt. of India)



This certificate is awarded to
V POORNIMA
for successfully completing the course



Consumer Behaviour

with a consolidated score of **77** %

Online Assignments	23.29/25	Proctored Exam	54/75
--------------------	----------	----------------	-------

Total number of candidates certified in this course: **3225**

Jan-Mar 2023
(8 week course)

Prof. Debjani Chakraborty
Coordinator, NPTEL
IIT Kharagpur



Indian Institute of Technology Kharagpur



Roll No: NPTEL23MG45S14370272

To validate the certificate



No. of credits recommended: 2 or 3



NPTEL Online Certification

(Funded by the MoE, Govt. of India)



This certificate is awarded to
VASUNDHARA AV
for successfully completing the course

Consumer Behaviour

with a consolidated score of **53** %

Online Assignments	22.5/25	Proctored Exam	30/75
--------------------	---------	----------------	-------

Total number of candidates certified in this course: **3225**

Jan-Mar 2023
(8 week course)

Prof. Debjani Chakraborty
Coordinator, NPTEL
IIT Kharagpur



Indian Institute of Technology Kharagpur



Roll No: NPTEL23MG45S14372250

To validate the certificate



No. of credits recommended: 2 or 3