

**PANIPAT INSTITUTE OF ENGINEERING AND TECHNOLOGY**  
**PANIPAT**  
**Department of Management Studies**

**Semester: 3rd**

**Course Title: Consumer Behavior**

**Course No. MM 304**

| Sr. No. | Lecture No. | Topics to be covered                                     | Target Outcome |
|---------|-------------|----------------------------------------------------------|----------------|
| 1       | L-1         | Introduction to Consumer Behavior                        | CO 1           |
| 2       | L-2         | Marketing Strategy in Consumer Behavior:                 | CO 1           |
| 3       | L-3         | Meaning & Types of strategies used                       | CO 1           |
| 4       | L-4         | Consumer Behavior Breakfast (First Activity)             | CO 1           |
| 5       | L-5         | Consumer Decision Making: Involvement in decision Making | CO 1           |
| 6       | L-6         | Consumer Motivation: Meaning and Nature                  | CO 2           |
| 7       | L-7         | Motivation Theories                                      | CO 2           |
| 8       | L-8         | Perception: Consumer Perception:                         | CO 2           |
| 9       | L-9         | Attitude: Consumer attitudes, Attitude Change            | CO 2           |
| 10      | L-10        | Case Study: The Coke Pepsi Rivalry                       | CO 2           |
| 11      | L-11        | Personality: Influence of Personality                    | CO 3           |
| 12      | L-12        | Self-concept on Buying behavior                          | CO 3           |
| 13      | L-13        | Psycho-graphics and life style                           | CO 3           |
| 14      | L-14        | Culture: Influence of Culture                            | CO 4           |
| 15      | L-15        | Subculture                                               | CO 4           |
| 16      | L-16        | Social class                                             | CO 4           |
| 17      | L-17        | Reference Group influence: Types of reference groups     | CO 4           |
| 18      | L-18        | Case Study: Kellogg's Indian Experience: A Failed Launch |                |
| 19      | L-19        | Innovation: Diffusion of Innovation and opinion          | CO 5           |

| <b>Sr. No.</b> | <b>Lecture No.</b> | <b>Topics to be covered</b>                     | <b>Target Outcome</b> |
|----------------|--------------------|-------------------------------------------------|-----------------------|
| 20             | L-20               | Leadership                                      | CO 4                  |
| 21             | L-21               | Family: Impact of family on consumer            | CO 4                  |
| 22             | L-22               | Group Presentations                             |                       |
| 23             | L-23               | Group Presentations Cont..                      |                       |
| 24             | L-24               | Family Decision Making                          | CO 4                  |
| 25             | L-25               | Industrial Buying Behavior                      | CO 2                  |
| 26             | L-26               | Difference between Industrial & Consumer Buying | CO 2                  |
| 27             | L-27               | Models of Consumer Behavior                     | CO 2                  |
| 28             | L-28               | Audit: Meaning of consumer Audit                | CO 5                  |
| 29             | L-29               | Consumer behavior Audit                         | CO 5                  |
| 30             | L-30               | Last year Question Paper                        |                       |