

Department of MBA

Details of Lesson Plan

S.No.	Particulars	Details
1.	Course Name	Consumer Behaviour
2.	Course Code	MBA-311
3.	Academic Year	2024-25
4.	Semester	3 rd
5.	Number of Lesson plans	48
6.	Faculty Assigned	Dr. Navjeet Kaur

Faculty Signature

Lesson Plan No. 1.0	Course Name: Consumer Behavior Topic: Introduction to the Course	Course No.: MBA-311
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Objectives	At the end of the lesson the student shall be able to: a. Provide an introduction to the course – Consumer Behavior
Teaching Aids (if any)	a. Power Point Presentation
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (05 minutes) <ul style="list-style-type: none"> - Ask questions What do you mean by Consumer? What do you understand by the term Behavior? - Introduce the concept of Consumer Behavior. 2. Development (30 minutes) <ol style="list-style-type: none"> a) Introduction <ul style="list-style-type: none"> - Talk about the COs of the Course - List down the units of the Course b) Overview of the Course <ul style="list-style-type: none"> - Describe about the Unit I – Overview of Consumer Behavior - Briefly summarize Unit II – Consumer Decision - Provide an overview of Unit III – Intrinsic Influences and their application in Consumer Behavior - Outline the Unit IV – Extrinsic Influences and their application in Consumer Behavior - Encapsulate the Unit V – Consumer Behavior and Strategic Applications - Briefly sum up about the relevance of the course - Provide the list of text books and reference books <p>Exercise (5 minutes) – Think-Pair-Share</p>
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading Consumer Behavior and Marketing Action by H. Assael Consumer Behavior by Leon G. Schiffman & J. L. Wisenblit Consumer Behavior by Leon G. Schiffman & L. L. Kanuk 3. Homework Write down differences between consumer and customer.



	Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	<ol style="list-style-type: none">1. Reflective Questions What is consumer behavior? Why studying consumer behavior is essential?2. Conduct Discussion <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 1	Course Name: Consumer Behavior	Course No.: MBA-311
	Topic: Introduction to Consumer Behavior	

Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Explain the concept of Consumer Behavior Describe the importance of studying Consumer Behavior Interpret the nature of Consumer Behavior Identify the Relationship between Consumer Behavior and Marketing
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation YouTube Video https://www.youtube.com/watch?v=60eRK7AwwM
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions <ul style="list-style-type: none"> What do you mean by Consumer? What do you understand by the term Behavior? Introduce the concept of Consumer Behavior Talk about customer v/s consumer. Introduce the formal definition of Consumer Behavior. Development (30 minutes) <ol style="list-style-type: none"> Introduction <ul style="list-style-type: none"> Explain the concept of Consumer Behavior Define Consumer Behavior Nature and Importance <ul style="list-style-type: none"> Describe the importance of Consumer Behavior <ul style="list-style-type: none"> •Production Policy •Price Policy •Decision regarding distribution Channel •Distribution regarding sales promotion •Exploiting marketing opportunities •Rapid introduction of new products •Highly diversified consumer preferences Interpret the nature of studying Consumer Behavior <ul style="list-style-type: none"> •Systematic Process •Influenced by different factors •Different for different products •Vary across regions



	<ul style="list-style-type: none"> •Vital for marketers •Reflect status •Result in spread effect •Undergoes a change •Information search •Brand loyalty <p>- Identify the relationship between consumer behavior and marketing</p> <p>Exercise (5 minutes) – Summarising</p>
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading Consumer Behavior by Leon G. Schiffman & L. L. Kanuk (Ch-1) 3. Homework Write a note on interconnectedness of marketing and consumer behavior. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions <p>Why is understanding consumer buying behavior important for marketers?</p> <ul style="list-style-type: none"> A) To reduce production costs B) To predict consumer preferences and tailor marketing strategies C) To increase the price of products D) To limit product availability <p>Consumer buying behavior primarily involves the study of:</p> <ul style="list-style-type: none"> A) How consumers select, purchase, use, and dispose of products B) The economic factors affecting pricing C) The production processes of goods D) The advertising strategies of companies <p>The nature of consumer buying behavior can be described as:</p> <ul style="list-style-type: none"> A) Static and unchanging B) Dynamic and influenced by multiple factors C) Solely dependent on economic conditions D) Only influenced by marketing strategies 2. Conduct Discussion <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 2	Course Name: Consumer Behavior	Course No.: MBA-311
	Topic: Scope and Application of Consumer Behavior	

Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Explain the scope of Consumer Behavior Interpret the applicability of Consumer Behavior to different fields
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation Examples
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions Which are the various aspects that comes under the Scope of Consumer Behavior? Name the different fields where the study of Consumer Behavior is applicable. List Down the various aspects that comes under the Scope of Consumer Behavior. Illustrate the different fields where the study of Consumer Behavior is applicable. Development (30 minutes) <ol style="list-style-type: none"> Introduction <ul style="list-style-type: none"> Introduce the various aspects that comes under the Scope of Consumer Behavior Introduce the different fields where the study of Consumer Behavior is applicable Scope and Application of Consumer Behavior <ul style="list-style-type: none"> Explain the various aspects that comes under the Scope of Consumer Behavior <ul style="list-style-type: none"> Consumer behavior and marketing management Consumer behavior and non-profit social marketing Consumer behavior and Government decision making Consumer behavior and demarketing Consumer behavior and consumer education Interpret in detail the different fields where the study of Consumer Behavior is applicable <ul style="list-style-type: none"> Analyzing marketing opportunities



	<ul style="list-style-type: none"> • Selecting the target market • Marketing mix decisions • Use in social and non-profit markets <p>Exercise (5 minutes) – Quiz</p>
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading Consumer Behavior by Leon G. Schiffman & L. L. Kanuk (Ch-1) 3. Homework Prepare a list of applications of consumer behavior in different industries. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions <p>What does the scope of consumer buying behavior primarily encompass?</p> <p>A) Only the purchasing process B) The entire process from need recognition to post-purchase evaluation C) Only the disposal of products D) Marketing strategies only</p> <p>Which of the following is an application of understanding consumer buying behavior?</p> <p>A) Developing new products B) Creating effective advertising campaigns C) Enhancing customer satisfaction D) All of the above</p> <p>Consumer buying behavior can help businesses in:</p> <p>A) Predicting market trends B) Setting prices for products C) Identifying target markets D) All of the above</p> 2. Conduct Discussion <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 3	Course Name: Consumer Behavior	Course No.: MBA-311
	Topic: HBR Article Discussion- Marketing in the Age of Alexa	

Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Outline the new changing environmental setup Explain the changing behaviour of consumers Interpret the strategic response of marketers
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation HBR Article
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions Which type of changes are taking place in the marketing environment? How consumer behaviour is changing? Talk about the marketing environment changes. Provide an overview of behavioural changes among consumers. Development (30 minutes) <ol style="list-style-type: none"> Introduction <ul style="list-style-type: none"> Introduce the article- Marketing on Platforms Elaborate the following phases of the article <ul style="list-style-type: none"> Critical levels of Companies <ul style="list-style-type: none"> Customer Acquisition Customer Satisfaction Customer retention The imperatives for platforms <ul style="list-style-type: none"> Accuracy Alignment The coming platform shakeout How AI platforms create value <ul style="list-style-type: none"> Value for brands Value for customers <p>Exercise (5 minutes) – One Minute Paper</p>



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Consumer Behavior Course Pack-Harvard Business Publishing Education (Shared with students via their official email)3. Homework Explain how AI create value for marketers and customers. (200-250 words). <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions Whom is the platform working for? What do we want from platform? How can we make sure the platform chooses us?2. Conduct Discussion Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 4	Course Name: Consumer Behavior	Course No.: MBA-311
	Topic: Consumer Behavior Models: Howard – Sheth Model	

Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Explain the levels of Howard – Sheth Model Describe the elements of Howard – Sheth Model Discuss the applicability of Sheth Model
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions What is Consumer Behavior? Which are the various models of Consumer Behavior? Rephrase the concept of Consumer Behavior. Name the various models of Consumer Behavior. Development (30 minutes) <ol style="list-style-type: none"> Introduction <ul style="list-style-type: none"> Outline the various Models of Consumer Behavior Draw the Howard – Sheth Model of Consumer Behavior Models of affecting Consumer Behavior <ul style="list-style-type: none"> Explain levels of Howard – Sheth Model <ul style="list-style-type: none"> Extensive problem solving Limited problem solving Routinized problem solving Describe the elements of Howard – Sheth Model <ul style="list-style-type: none"> Input variables Hypothetical constructs Output variables Exogenous variables Discuss the applicability of Sheth Model <p>Exercise (5 minutes) – Think-Pair-Share</p>

Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading https://www.businessmanagementideas.com/consumer-behavior/consumer-behaviour-models/20335 https://blog.hubspot.com/service/consumer-behavior-model https://hmhub.in/marketing-services-consumer-behaviour/howard-sheth-model/ https://userpilot.com/blog/customer-behavior-model/ 3. Identify and name at least 3-5 purchases made by you falling in the categories of extensive problem solving, limited problem solving and routinized problem solving <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions <p>What is the primary focus of the Howard-Sheth Model?</p> <p>A) The emotional responses of consumers B) The impact of social, psychological, and marketing factors on consumer behavior C) The economic factors influencing consumer spending D) The environmental effects on consumer choices</p> <p>The Howard-Sheth Model categorizes consumer behavior into how many stages?</p> <p>A) Two B) Three C) Four D) Five</p> <p>In the Howard-Sheth Model, what does the 'Information Input Stage' involve?</p> <p>A) The consumer's evaluation of alternatives B) The collection of information about products and brands C) The decision-making process after purchase D) The disposal of products</p> 2. Conduct Discussion <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 5	Course Name: Consumer Behavior	Course No.: MBA-311
	Topic: Consumer Behavior Models:	
	Engel – Kollat – Blackwell Model	

Objectives	At the end of the lesson the student shall be able to: a. Explain Engel – Kollat – Blackwell Model of Consumer Behavior
Teaching Aids (if any)	a. Power Point Presentation b. YouTube Video https://www.youtube.com/watch?v=1dFn_HTwlak&list=RDCMUCL06kLY96BIeKsqeJKcUyUw&index=3
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions What can be the stages of consumer buying behavior? Introduce Engel – Kollat – Blackwell model of Consumer Behavior. Development (30 minutes) <ol style="list-style-type: none"> Introduction <ul style="list-style-type: none"> Draw the Engel – Kollat – Blackwell model of Consumer Behavior Models of affecting Consumer Behavior <ul style="list-style-type: none"> Explain Engel – Kollat – Blackwell Model of Consumer Behavior Describe the stages of Engel – Kollat – Blackwell Model <ul style="list-style-type: none"> Awareness Information processing Evaluation Purchase decision Outcome analysis <ul style="list-style-type: none"> Discuss the examples to simplify the topic <p>Exercise (5 minutes) – Summarising</p>
Closure	<ol style="list-style-type: none"> Summarize the Lesson Learning Outcomes and get affirmation from students on these. Suggested Reading https://www.businessmanagementideas.com/consumer-behavior/consumer-behaviour-models/20335 https://userpilot.com/blog/customer-behavior-model/



	<p>https://blog.hubspot.com/service/consumer-behavior-model</p> <p>3. Homework Write about the implementation of Engel – Kollat – Blackwell Model for their recently made purchase.</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
<p>Evaluati on</p>	<p>1. Reflective Questions</p> <p>What is the primary purpose of the Engel-Kollat-Blackwell Model?</p> <p>A) To analyze consumer emotions during purchases B) To describe the cognitive process consumers go through when making purchasing decisions C) To evaluate the effectiveness of marketing campaigns D) To measure consumer satisfaction after purchase</p> <p>During which stage of the Engel-Kollat-Blackwell Model does a consumer evaluate different alternatives?</p> <p>A) Information input B) Information processing C) Decision process D) Post-purchase evaluation</p> <p>Which of the following factors is considered an external influence in the Engel-Kollat-Blackwell Model?</p> <p>A) Personal values B) Lifestyle C) Social class D) Motivation</p> <p>2. Conduct Discussion Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 6	Course Name: Consumer Behavior	Course No.: MBA-311
	Topic: Consumer Behavior Models: Nicosia Model	

Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Explain the fields (stages) of Nicosia Model of Consumer Behavior Identify the limitations of Nicosia Model
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation Poll
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions <ul style="list-style-type: none"> What can be the characteristics of a business? What can be the characteristics of a customer? List the characteristics of a business and a customer. Talk about Nicosia model of consumer behavior. Development (30 minutes) <ol style="list-style-type: none"> Introduction <ul style="list-style-type: none"> Draw the Nicosia model of consumer behavior Models of affecting Consumer Behavior <ul style="list-style-type: none"> Explain the fields (stages) of Nicosia Model <ul style="list-style-type: none"> Field 1 – Firms characteristics and customer’s characteristics Field 2 – Search and evaluation Field 3 – The act of purchase Field 4 – Feedback Identify the limitations of Nicosia Model <p>Exercise (5 minutes) – Conduct Poll</p>
Closure	<ol style="list-style-type: none"> Summarize the Lesson Learning Outcomes and get affirmation from students on these. Suggested Reading <ul style="list-style-type: none"> https://www.businessmanagementideas.com/consumer-behavior/consumer-behaviour-models/20335 https://www.mbaknol.com/marketing-management/nicosia-model-of-consumer-behavior/



	<p>https://blog.hubspot.com/service/consumer-behavior-model</p> <p>3. Homework Write a short note on the usefulness of Nicosia Model of Consumer Behavior.</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<p>1. Reflective Question</p> <p>According to the Nicosia Model, what is the first stage in the consumer decision-making process?</p> <p>A) Information search B) Evaluation of alternatives C) Transfer of information D) Purchase decision</p> <p>In the Nicosia Model, the 'Firm's Attributes' subfield includes which of the following?</p> <p>A) The consumer's personality B) The firm's marketing strategy and product quality C) The consumer's predisposition towards the product D) The consumer's social influences</p> <p>Which stage in the Nicosia Model involves the actual purchase decision?</p> <p>A) Transfer of information B) Evaluation stage C) Act of purchase D) Feedback</p> <p>2. Conduct Discussion Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 7	Course Name: Consumer Behavior	Course No.: MBA-311
	Topic: Consumer Research	

Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Explain the concept of Consumer Research Process Contrast Consumer Research and Marketing Research Summarize the objectives of Consumer Research Differentiate between quantitative and qualitative research Identify the ethics associated with consumer research
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation Live Examples
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions <ul style="list-style-type: none"> What do you mean by Research? What is Consumer Research? Is Marketing Research different from Consumer Research Introduce the concept of Research. Introduce the concept of Consumer Research. Development (30 minutes) <ol style="list-style-type: none"> Introduction <ul style="list-style-type: none"> Define the concept of Research Define the concept of Consumer Research Talk about the differences between Consumer Research and Marketing Research Consumer Research Process <ul style="list-style-type: none"> Explain the Objectives of consumer research process <ul style="list-style-type: none"> For new product development To improve brand equity To boost the sales Differentiate between quantitative research and qualitative research on the following basis: <ul style="list-style-type: none"> Purpose Types of questionnaires Data collection methods Sampling methods Data analysis techniques Identify Ethics in consumer research process



	<ul style="list-style-type: none"> • Informed Consent • Privacy Protection • Transparency • Minimizing Harm • Avoiding Manipulation • Data Security • Honesty in Reporting • Fair Compensation • Avoiding Vulnerable Populations • Continuous Monitoring and Ethics Training <p style="text-align: center;">Exercise (5 minutes) – Verble Quiz</p>
<p>Closure</p>	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading Consumer Behavior by Leon G. Schiffman & L. L. Kanuk (Ch-2) https://fastercapital.com/keyword/special-ethical-considerations.html 3. Homework <p style="text-align: center;">Revise various sampling techniques and Learn formulas of sample size determination for finite and infinite populations.</p> <p style="text-align: center;">Spend 5 minutes to wrap up and consolidate the learnings</p>
<p>Evaluation</p>	<ol style="list-style-type: none"> 1. Reflective Questions <p>What is the primary purpose of conducting consumer research?</p> <ol style="list-style-type: none"> A) To increase product prices B) To understand consumer preferences and behaviors C) To reduce marketing costs D) To analyze competitors' strategies <p>What is a key benefit of using surveys in consumer research?</p> <ol style="list-style-type: none"> A) They provide in-depth qualitative insights B) They can reach a large number of respondents quickly C) They are the only method that can measure consumer attitudes D) They require no planning or design <p>Which of the following is NOT a common method of data collection in consumer research?</p> <ol style="list-style-type: none"> A) Surveys B) Interviews C) Product testing D) Financial analysis



	<p>2. Conduct Discussion Spend 5 minutes to evaluate student assimilation of the lesson contents</p>
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Lesson Plan No. 8	Course Name: Consumer Behavior	Course No.: MBA-311
	Topic: Consumer Research Process	

Objectives	At the end of the lesson the student shall be able to: a. Explain the consumer research process
Teaching Aids (if any)	a. Power Point Presentation b. YouTube Video (https://www.youtube.com/watch?v=ZJLFn68i8Ik)
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (05 minutes) <ul style="list-style-type: none"> - Ask questions What do you mean by Consumer Research Process? - Talk about the Consumer Research Process. 2. Development (30 minutes) <ol style="list-style-type: none"> a) Introduction <ul style="list-style-type: none"> - Draw the flow diagram of consumer research process - List down the stages of consumer research process b) Consumer Research Process <ul style="list-style-type: none"> - Explain the Stages of consumer research process <ul style="list-style-type: none"> • Developing Research Objectives • Collecting Secondary Data • Designing Primary Research <ol style="list-style-type: none"> 1. Quantitative Research Designs and Data Collection Method: <ul style="list-style-type: none"> · Observations · Experimentation · Surveys 2. Qualitative Research Design and Data Collection Methods: <ul style="list-style-type: none"> · Depth Interviews · Focus Groups · Projective Techniques · Metaphor Analysis 3. Customer Satisfaction Measurement 4. Sampling and Data Collection • Data Analysis and Research Findings • Conducting a Research Study <p style="text-align: center;">Exercise (5 minutes) – Design a customer feedback form</p>



<p>Closure</p>	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading Consumer Behavior by Leon G. Schiffman & L. L. Kanuk (Ch-2) 3. Homework Prepare a quantitative research design. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
<p>Evaluation</p>	<ol style="list-style-type: none"> 1. Reflective Questions <p>What is the first step in the consumer research process?</p> <p>A) Designing the research study B) Defining the objectives of the research project C) Collecting data D) Analyzing the data</p> <p>In the consumer research process, which method is commonly used for gathering qualitative data?</p> <p>A) Surveys B) Focus groups C) Experiments D) Observational studies</p> <p>Which stage of the consumer research process involves interpreting and making sense of the data collected?</p> <p>A) Data collection B) Data analysis C) Reporting findings D) Defining objectives</p> 2. Conduct Discussion <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 9	Course Name: Consumer Behavior	Course No.: MBA-311
	Topic: HBR Case Discussion – Shodh: Market Research for Economy Housing	

Objectives	<p>At the end of the lesson the student shall be able to:</p> <ol style="list-style-type: none"> Communicate the importance of clearly defining the management decision problem, listing marketing research problems and specifying information needs prior to starting market research process. Describe how a detailed research proposal is written in response to a client request for market research. Introduce the various research designs available in the market research and illustrate process of choosing research design for specific projects. Provide an opportunity to develop some data collection instruments qualitative and quantitative market research Discuss how demand can be estimated based on survey data.
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation HBR Case
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions <p>Comment on Vaseem’s understanding of the client’s management decision problem, market research problem and information search needs.</p> <p>Are the research designs proposed by Shodh appropriate for this type of project?</p> <p>How should Shodh collect information on competitor activity and plans?</p> <p>What is the utility of focus groups in this study?</p> <p>How can Shodh estimate demand for economy housing in Bengaluru?</p> <p>What sampling approach should Shodh use in this study?</p> <p>What is the utility of survey research in this study?</p>



	<p>2. Development (30 minutes)</p> <ul style="list-style-type: none">a) Introduction<ul style="list-style-type: none">- Synopsis of the Caseb) Case Discussion<ul style="list-style-type: none">- Detailed Discuss on the above-mentioned questions <p>Exercise (5 minutes) – Conclude the case</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading HBR Case Discussion – Shodh: Market Research for Economy Housing (Shared with students via their official emails)3. Homework Design a questionnaire for the listing survey and for the main survey? <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions <p>What are your key takeaways from the case discussion. (Any Three)</p> <ol style="list-style-type: none">2. Conduct Discussion <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 10	Course Name: Consumer Behavior	Course No.: MBA-311
	Topic: HBR Case Discussion – Shodh: Market Research for Economy Housing contd.....	

Objectives	<p>At the end of the lesson the student shall be able to:</p> <ol style="list-style-type: none"> Communicate the importance of clearly defining the management decision problem, listing marketing research problems and specifying information needs prior to starting market research process. Describe how a detailed research proposal is written in response to a client request for market research. Introduce the various research designs available in the market research and illustrate process of choosing research design for specific projects. Provide an opportunity to develop some data collection instruments qualitative and quantitative market research Discuss how demand can be estimated based on survey data.
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation HBR Case
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions <p>Comment on Vaseem’s understanding of the client’s management decision problem, market research problem and information search needs.</p> <p>Are the research designs proposed by Shodh appropriate for this type of project?</p> <p>How should Shodh collect information on competitor activity and plans?</p> <p>What is the utility of focus groups in this study?</p> <p>How can Shodh estimate demand for economy housing in Bengaluru?</p> <p>What sampling approach should Shodh use in this study?</p> <p>What is the utility of survey research in this study?</p>



	<p>2. Development (30 minutes)</p> <ul style="list-style-type: none"> a) Introduction <ul style="list-style-type: none"> - Synopsis of the Case b) Case Discussion <ul style="list-style-type: none"> - Detailed Discuss on the above-mentioned questions <p>Exercise (5 minutes) – Conclude the case</p>
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading HBR Case Discussion – Shodh: Market Research for Economy Housing (Shared with students via their official emails) 3. Homework List down your key learnings from this case (4-5). <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions What are your key takeaways from the case discussion. (Any Three) 2. Conduct Discussion Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 11	Course Name: Consumer Behavior Topic: Consumer Decision-Making Process	Course No.: MBA-311
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> a. Outline Decision Making b. Define Consumer Decision Making c. Interpret Consumer Decision Making Process d. Identify the factors affecting Consumer Decision Making
Teaching Aids (if any)	<ol style="list-style-type: none"> a. Power Point Presentation b. YouTube Video (https://www.youtube.com/watch?v=AjZrhWVTM3U)
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (05 minutes) <ul style="list-style-type: none"> - Ask questions What do you mean by the term Decision-Making? What is Consumer Decision Making? - Introduce the formal concept of Decision-Making. - Introduce the formal concept of Consumer Decision Making. 2. Development (30 minutes) <ol style="list-style-type: none"> a) Introduction <ul style="list-style-type: none"> - Define the concept of Decision-Making - Define the concept of Consumer Decision Making b) Consumer Decision-Making Process <ul style="list-style-type: none"> - Interpret the Decision-Making Process in detail <ul style="list-style-type: none"> • Problem recognition • Information search • Alternatives evaluation • Purchase decision • Post-purchase decision evaluation - Quote the various real-life examples related to consumer decision-making process to simplify the concept discussed in the class - Identify the factors affecting consumer decision making process <ul style="list-style-type: none"> • Intrinsic Factors • Extrinsic Factors



	Exercise (5 minutes) – One Minute Paper
Closure	<ol style="list-style-type: none"> Summarize the Lesson Learning Outcomes and get affirmation from students on these. Suggested Reading Consumer Behavior and Marketing Action by H. Assael (Ch-3) Homework Write down the steps of consumer decision making process by using a purchase made by you as an example. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> Reflective Questions <p>What is the primary purpose of the evaluation of alternatives stage?</p> <p>A) To recognize a need B) To compare different products and brands C) To make a purchase decision D) To reflect on the purchase</p> <p>Which stage follows the purchase decision in the consumer decision-making process?</p> <p>A) Need recognition B) Information search C) Evaluation of alternatives D) Post-purchase evaluation</p> <p>What typically triggers the need recognition stage in the consumer decision-making process?</p> <p>A) Marketing communications B) A change in consumer circumstances C) Product availability D) Social influences</p> Conduct Discussion <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 12	Course Name: Consumer Behavior Topic: Pre-Purchase Evaluation	Course No.: MBA-311
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Define Pre-Purchase Evaluation/Search Discuss the model of Pre-Purchase Evaluation Process Explain Factors that influence Pre-Purchase Evaluation/Search
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation Examples
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions What do you mean by Pre-Purchase Evaluation/information search? Name the various factors that affect Pre-Purchase Evaluation/information search. Introduce the concept of Pre-Purchase Evaluation/Search. List the various factors that affect Pre-Purchase Evaluation/information search. Development (30 minutes) <ol style="list-style-type: none"> Introduction <ul style="list-style-type: none"> Introduce the concept of Pre-Purchase Evaluation/Search Pre-Purchase Evaluation/Search <ul style="list-style-type: none"> Discuss Model of Pre-Purchase Evaluation Process <ul style="list-style-type: none"> Forming consideration set Evaluating alternatives <ul style="list-style-type: none"> Relay on pre-existing evaluations Construct evaluations <ol style="list-style-type: none"> Categorical process Piecemeal process Explain the various factors that affect Pre-Purchase Evaluation/information search Discuss various examples <p>Exercise (5 minutes) – Think-Pair-Share</p>



<p>Closure</p>	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading Consumer Behavior and Marketing Actions by H. Assael (Ch-3) 3. Homework Design a pre-purchase evaluation criterion for your future purchase. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
<p>Evaluation</p>	<ol style="list-style-type: none"> 1. Reflective Questions <p>What is the primary purpose of the pre-purchase evaluation stage?</p> <p>A) To recognize a need B) To assess alternatives before making a purchase C) To reflect on satisfaction after purchase D) To gather information about the product</p> <p>During the pre-purchase evaluation, consumers typically consider which of the following?</p> <p>A) Price B) Features and benefits C) Brand reputation D) All of the above</p> <p>Which of the following best describes the 'evaluation of alternatives' stage?</p> <p>A) The consumer decides to purchase a product B) The consumer identifies their needs C) The consumer compares different products based on criteria D) The consumer reflects on their purchase experience</p> 2. Conduct Discussion <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 13	Course Name: Consumer Behavior Topic: Post-Purchase Evaluation	Course No.: MBA-311
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Define Post-Purchase Evaluation Discuss the Post-Purchase Evaluation Explain Factors that influence Post-Purchase Evaluation Provide an overview about Brand loyalty and Cognitive Dissonance
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation Poll
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions What do you mean by Post-Purchase Evaluation? List the various factors that affect Post-Purchase Evaluation. Introduce the concept of Post-Purchase Evaluation. List the various factors that affect Post-Purchase Evaluation. Development (30 minutes) <ol style="list-style-type: none"> Introduction <ul style="list-style-type: none"> Introduce the concept of Post-Purchase Evaluation/Search Post-Purchase Evaluation <ul style="list-style-type: none"> Discuss Model of Post-Purchase Evaluation Process <ul style="list-style-type: none"> Satisfaction Dissatisfaction Explain the various factors that affect Post-Purchase Evaluation <ul style="list-style-type: none"> Product quality Product satisfaction Brand reputation Social influence Post-purchase support Customer expectations Discuss various real-life examples Provide an overview about Brand loyalty and Cognitive Dissonance



	Exercise (5 minutes) – Conduct Poll
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading Consumer Behavior and Marketing Action by H. Assael (Ch-3) https://www.channelwill.com/blogs/post-purchase-evaluation/ https://fastercapital.com/content/Post-purchase-behavior--Beyond-the-Sale--Examining-Post-Purchase-Behavior-in-Consumer-Decision-making.html https://www.reverselogix.com/industry-updates/post-purchase-behavior/ 3. Homework Write a short note on dissatisfaction and how it can be managed. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions <p>Which of the following outcomes can result from a positive post-purchase evaluation?</p> <p>A) Brand loyalty B) Cognitive dissonance C) Product returns D) Negative word-of-mouth</p> <p>If a consumer feels regret after a purchase, this is known as:</p> <p>A) Satisfaction B) Cognitive dissonance C) Need recognition D) Information search</p> <p>During the post-purchase evaluation, consumers compare their expectations with:</p> <p>A) The price of the product B) The performance of the product C) The marketing messages received D) The opinions of others</p> 2. Conduct Discussion Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 14	Course Name: Consumer Behavior Topic: Consumer Involvement in Purchase Decision	Course No.: MBA-311
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Infer Purchase Decision Explain Consumer Involvement in Purchase Decision Describe the Types of Consumer involvement Discuss levels of consumer involvement
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation Real examples
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions What is Purchase Decision? Is Purchase Decision influenced by Consumer Involvement? Introduce the formal concept of Purchase Decision. Introduce about Consumer Involvement in Purchase Decision. Development (30 minutes) <ol style="list-style-type: none"> Introduction <ul style="list-style-type: none"> Define the concept of Purchase Decision Talk about Consumer Involvement in Purchase Decision Consumer Involvement in Purchase Decision <ul style="list-style-type: none"> Discuss Consumer Involvement in Purchase Decision in detail Explain nature of consumer involvement <ul style="list-style-type: none"> Inner urge Length of time Level of strength and intensity Association with elements of marketing mix Describe types of consumer involvement <ul style="list-style-type: none"> Situational Involvement Enduring Involvement Discuss levels of consumer involvement <ul style="list-style-type: none"> High Medium



	<ul style="list-style-type: none"> • Low - Illustrate the concept with the help of various real-life examples to enhance student engagement <p>Exercise (5 minutes) – Verble Quiz</p>
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading Consumer Behavior and Marketing Action by H. Assael (Ch-5) 3. Homework <p>Make a list of 2-3 purchases of your self that lies in high, medium and low involvement.</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions <p>Consumer involvement in a purchase decision is primarily influenced by:</p> <ol style="list-style-type: none"> A) The price of the product B) The consumer's previous experiences C) The perceived risk associated with the purchase D) All of the above <p>Which of the following types of purchases typically involves high consumer involvement?</p> <ol style="list-style-type: none"> A) Buying a candy bar B) Purchasing a car C) Buying household cleaning supplies D) Purchasing a magazine <p>What is the term for the level of interest and concern a consumer has regarding a product?</p> <ol style="list-style-type: none"> A) Consumer satisfaction B) Consumer involvement C) Consumer loyalty D) Consumer awareness <ol style="list-style-type: none"> 2. Conduct Discussion <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Model Institute of Engineering
& Technology (Autonomous)
Lesson Plan

Kot Bhalwal, Jammu



Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1



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Lesson Plan No. 15	Course Name: Consumer Behavior Topic: HBR Article Discussion – Making Mobile Ads That Work	Course No.: MBA-311
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Objectives	At the end of the lesson the student shall be able to: a. Discuss the article to enhance clarity regarding the concept of consumer involvement
Teaching Aids (if any)	a. Power Point Presentation b. HBR Article
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (05 minutes) <ul style="list-style-type: none"> - Ask questions What are the different types of consumer involvement? - List down the types of consumer involvement. 2. Development (30 minutes) <ol style="list-style-type: none"> a) Introduction <ul style="list-style-type: none"> - Outline the HBR Article b) Discuss the article in detail <ul style="list-style-type: none"> - Discuss the article in detail - Exemplify the following four relationships <ul style="list-style-type: none"> • High involvement – Hedonic • High involvement – Utilitarian • Low involvement – Hedonic • Low involvement - Utilitarian <p style="margin-left: 40px;">Exercise (5 minutes) – Summarizing</p>
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading Consumer Behavior Course Pack-Harvard Business Publishing Education (Shared with students via their official emails) 3. Homework What is the role of involvement while making purchases?



	Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	<ol style="list-style-type: none">1. Reflective Questions Quote different purchases made by you in the recent past corresponding to different types of consumer involvement discussed in the class.2. Conduct Discussion Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 16	Course Name: Consumer Behavior Topic: Consumer Influence and Diffusion of Innovation	Course No.: MBA-311
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> a. Define Diffusion of Innovation b. Explain Types of Innovation c. Infer Elements of Diffusion Process d. Discuss Product features that influence the process of Diffusion of Innovation
Teaching Aids (if any)	<ol style="list-style-type: none"> a. Power Point Presentation b. Examples
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (05 minutes) <ul style="list-style-type: none"> - Ask questions What is Innovation? What do you mean by the term Diffusion? - Introduce the formal concept of Diffusion of Innovation. 2. Development (30 minutes) <ol style="list-style-type: none"> a) Introduction <ul style="list-style-type: none"> - Define the concept of Innovation - Talk about the various types of Innovation - Define the concept Diffusion of Innovation b) Consumer Influence and Diffusion of Innovation <ul style="list-style-type: none"> - Explain the types of innovation <ul style="list-style-type: none"> • Continuous innovation • Dynamically continuous innovation • Discontinuous innovation - Infer the elements of the Diffusion of Innovation Process <ul style="list-style-type: none"> • The innovation • The channel of communication • The social system • Time - Discuss Product features that influence the process of Diffusion of Innovation <ul style="list-style-type: none"> • Relative advantage • Compatibility



	<ul style="list-style-type: none"> • Complexity • Observability • Trialability <p>Exercise (5 minutes) – One Minute Paper</p>
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading Consumer Behavior by Leon G. Schiffman & L.L. Kanuk (Ch-15) 3. Homework Write about innovation and diffusion of innovation. Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions In the context of the diffusion of innovation, "early adopters" are best described as: A) Consumers who are the last to adopt a new product B) Consumers who adopt new products before the average consumer C) Consumers who are indifferent to new products D) Consumers who only adopt products that are heavily discounted Which group in the diffusion of innovation model is most resistant to change? A) Innovators B) Early adopters C) Early majority D) Laggards What is a key characteristic of "innovators" in the diffusion of innovation process? A) They are risk-averse and prefer established products B) They are typically older consumers C) They are willing to take risks and try new products first D) They rely heavily on social influence for their decisions 2. Conduct Discussion Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 17	Course Name: Consumer Behavior Topic: Consumer Adoption Process	Course No.: MBA-311
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Define Consumer Adoption Process Explain Stages in Consumer Adoption Process Discuss Adopter categories
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions What do you mean by Consumer Adoption Process? Introduce the formal concept of Consumer Adoption process. Development (30 minutes) <ol style="list-style-type: none"> Introduction <ul style="list-style-type: none"> Define the formal concept of Consumer Adoption Process Consumer Adoption Process <ul style="list-style-type: none"> Explain the Stages of Consumer Adoption Process <ul style="list-style-type: none"> Product awareness Product interest Product evaluation Product trial Product adoption Discuss the adopter categories of Consumer Adoption Process <ul style="list-style-type: none"> Innovators Early Adopters Early Majority Late Majority Laggards <p>Exercise (5 minutes) – Quiz</p>



<p>Closure</p>	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading Consumer Behavior by Leon G. Schiffman & L.L. Kanuk (Ch-15) 3. Homework Illustrate the adoption process with the help of real-life examples. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
<p>Evaluation</p>	<ol style="list-style-type: none"> 1. Reflective Questions <p>What is the first stage of the consumer adoption process?</p> <p>A) Interest B) Evaluation C) Awareness D) Trial</p> <p>During which stage do consumers form attitudes towards the innovation?</p> <p>A) Awareness B) Interest C) Evaluation D) Adoption</p> <p>In the consumer adoption process, what does the 'evaluation' stage involve?</p> <p>A) Trying the product for the first time B) Comparing the new product to existing alternatives C) Making a purchase decision D) Seeking information about the product</p> 2. Conduct Discussion <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 18	Course Name: Consumer Behavior Topic: HBR Research Paper Discussion – Slowing down the adoption and diffusion process to enhance brand positioning: The consumer driven repositioning of Dunlop Volley	Course No.: MBA-311
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> a. Discuss the article to ensure in-depth learning about the concept of consumer adoption and diffusion process along with its application in consumer behaviour
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power Point Presentation b. HBR Research Paper
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (05 minutes) <ul style="list-style-type: none"> - Ask questions How Consumer Adoption Process is applicable in consumer behaviour? - Outline the applicability of Consumer Adoption process in consumer behaviour. 2. Development (30 minutes) <ol style="list-style-type: none"> a) Introduction <ul style="list-style-type: none"> - Provide the synopsis of the research paper b) Discuss the research paper in detail <ul style="list-style-type: none"> - Everything is old new again - The Dunlop Volley: The short history - Consumer led brand repositioning - Lessons from Dunlop <ul style="list-style-type: none"> • Rejection of the hard sell • Being ‘authentic’ • Targeting alternative distribution channels • Attracting the mainstream: The importance of timing - Conclusion <p style="text-align: center;">Exercise (5 minutes) – Think-Pair-Share</p>



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Suggested Reading Consumer Behavior Course Pack-Harvard Business Publishing Education (Shared with students via their official emails)3. Homework Write the conclusion of the case discussed. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions What are your key takeaways from the article discussion. (Any Three)2. Conduct Discussion Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 19	Course Name: Consumer Behavior Topic: Consumer Motivation	Course No.: MBA-311
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Define Consumer Motivation Discuss the characteristics of Motivation Explain Stages in Consumer Motivation Process Infer Maslow's Hierarchy of Needs and Trio of Needs
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation YouTube Video https://www.youtube.com/watch?v=oJ8y7HjUBCA https://www.youtube.com/watch?v=wEY1hHpIN1I https://www.youtube.com/watch?v=w-q4NOqaHWM
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions What do you mean by the term Motivation? What is Consumer Motivation? Introduce the formal concept of Consumer Motivation. Development (30 minutes) <ol style="list-style-type: none"> Introduction <ul style="list-style-type: none"> Define the term Motivation Introduce the formal concept of Consumer Motivation Consumer Motivation <ul style="list-style-type: none"> Discuss the characteristics of motivation <ul style="list-style-type: none"> Personal and internal feeling. Art of stimulating someone. Produces goal. Motivation can be either positive or negative. It is system oriented. It is a sort of bargaining. <ul style="list-style-type: none"> Explain the Consumer Motivation Process in detail Quote Various examples to enhance the concept understanding Infer the Maslow's Hierarchy of Needs



	<p>- Infer the Trio of Needs</p> <p>Exercise (5 minutes) – Summarising</p>
Closure	<ol style="list-style-type: none"> Summarize the Lesson Learning Outcomes and get affirmation from students on these. Suggested Reading Consumer Behavior by Leon G. Schiffman & Joseph L. Wisenblit (Ch-3) Homework Prepare a list of various elements that can contribute to motivate consumers for purchasing a product or service. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> Reflective Questions The driving force within individuals that impels them to action is known as: <ol style="list-style-type: none"> A goal Tension Motivation A need Desire Motivation is produced by a state of tension, which exists as the result of: <ol style="list-style-type: none"> Peer pressure Environmental forces Satisfied desires Unrealized desires Unfulfilled needs The physiological needs for food, water, and air are called: <ol style="list-style-type: none"> Secondary needs Innate needs Acculturated needs Psychogenic needs Acquired needs Conduct Discussion Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 20	Course Name: Consumer Behavior Topic: Consumer Motivation	Course No.: MBA-311
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Describe the concept of Motives Discuss the different types of Motives Explain Measurement of Motives Interpret the defense mechanism
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation Examples
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions What do you mean by the term Motives? Talk about Motives. Introduce the concept of defense mechanism. Development (30 minutes) <ol style="list-style-type: none"> Introduction <ul style="list-style-type: none"> Introduce the formal concept of Motives Define Motives Measurement of Motives <ul style="list-style-type: none"> Discuss the types of Motives <ul style="list-style-type: none"> <u>Types of Motives (by Maslow):</u> <ul style="list-style-type: none"> Physiological Motives (Hunger, Thirst, Shelter, Safety) Psychological Motives (Achievement, Love, Affection, Status, Power, Self-esteem, Self-respect) <u>Types of Motivation:</u> <ul style="list-style-type: none"> Conscious Motives Unconscious Motives Explain various methods for Measurement of Motives <ul style="list-style-type: none"> Self-Reporting Qualitative Research Observations Motivational Research Interpret the defense mechanism <p>Exercise (5 minutes) – Quiz</p>



<p>Closure</p>	<ol style="list-style-type: none"> Summarize the Lesson Learning Outcomes and get affirmation from students on these. Suggested Reading Consumer Behavior by Leon G. Schiffman & Joseph L. Wisenblit (Ch-3) Homework Describe two real incidents of your life where you have used defense mechanism. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
<p>Evaluation</p>	<ol style="list-style-type: none"> Reflective Questions The purpose of a defense mechanism is to: <ol style="list-style-type: none"> Protect the ego from anxiety and conflict Repress unconscious desires Satisfy the id Punish the superego Who first identified defense mechanisms as a way of protecting against anxiety? <ol style="list-style-type: none"> Carl Jung Alfred Adler Sigmund Freud Karen Horney Which defense mechanism forms the basis of many other mechanisms? <ol style="list-style-type: none"> Repression Denial Projection Rationalization Conduct Discussion Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 21	Course Name: Consumer Behavior Topic: Personality	Course No.: MBA-311
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Interpret the concept of Personality Discuss the characteristics of Personality Describe determinants and dimensions of personality Infer Theories of Personality
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation Examples
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions <ul style="list-style-type: none"> What is Personality? What is the Nature of Personality? Introduce the formal concept of Personality. Talk about nature of personality. Development (30 minutes) <ol style="list-style-type: none"> Introduction <ul style="list-style-type: none"> Define the term Personality Talk about the nature of Personality Personality <ul style="list-style-type: none"> Discuss the characteristics of Personality <ul style="list-style-type: none"> Consistency Behaviors and actions Psychological and Physiological Multiple expressions Describe determinants of personality <ul style="list-style-type: none"> Heredity Environment Situation Describe dimensions of personality <ul style="list-style-type: none"> Character Adjustment Temperament Interest Attitude



	<ul style="list-style-type: none"> - Explain the theories of Personality <ul style="list-style-type: none"> • Freudian Theory • Neo-Freudian Theory • Trait Theory <p>Exercise (5 minutes) – Think-Pair-Share</p>
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading Consumer Behavior by Leon G. Schiffman & Joseph L. Wisenblit (Ch-3) 3. Homework Write a short note describing your personality. (100-150 words) <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions <p>People who are high in openness to experience are typically:</p> <ul style="list-style-type: none"> A) Adventurous and creative B) Conventional and routine-oriented C) Disorganized and careless D) Reserved and introverted <p>Which of the following best describes the personality trait of neuroticism?</p> <ul style="list-style-type: none"> A) Emotional stability and resilience B) Sadness and emotional instability C) Sociability and assertiveness D) Dependability and organization <p>The acronym used to remember the Big Five Personality Traits is:</p> <ul style="list-style-type: none"> A) OCEAN B) CANOE C) EACON D) COANE 2. Conduct Discussion <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 22	Course Name: Consumer Behavior Topic: Personality Traits	Course No.: MBA-311
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> a. Outline Personality Traits b. Discuss the Big-five Model of Personality Traits c. Explain the influence of Personality Traits on Consumer Behavior
Teaching Aids (if any)	<ol style="list-style-type: none"> a. Power Point Presentation b. Poll
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (05 minutes) <ul style="list-style-type: none"> - Ask questions What do you mean by Personality Traits? Is Consumer Behavior influenced by Personality Traits? - List down various personality traits. 2. Development (30 minutes) <ol style="list-style-type: none"> a) Introduction <ul style="list-style-type: none"> - Introduce the formal concept of Personality Traits - Define the term Personality Traits b) Personality Traits and Consumer Behavior <ul style="list-style-type: none"> - Discuss about different Personality Traits - Explain the Big-five model of personality traits <ul style="list-style-type: none"> • Openness • Conscientiousness • Extraversion • Agreeableness • Neuroticism - Personality Traits and Consumer behavior <ul style="list-style-type: none"> • Consumer Innovators and Laggards • Dogmatism • Social Character: Inner- versus Other-Directedness • Need for Uniqueness • Sensation Seeking • Variety and Novelty Seeking • Need for Cognition • Visualizers versus Verbalizers • Consumer Materialism



	<ul style="list-style-type: none"> • Fixated Consumption • Compulsive Consumption • Consumer Ethnocentrism <p>- Illustrate the influence of different Personality Traits upon Consumer Behavior</p> <p>Exercise (5 minutes) – Conduct Poll</p>
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading Consumer Behavior by Leon G. Schiffman & Joseph L. Wisenblit (Ch-3) 3. Homework Explain how personality of a consumer can influence his/her behavior? <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions <p>Which of the following traits is characterized by high levels of sociability and assertiveness?</p> <ul style="list-style-type: none"> A) Neuroticism B) Openness C) Extraversion D) Conscientiousness <p>A person who is organized, responsible, and dependable is likely high in which personality trait?</p> <ul style="list-style-type: none"> A) Agreeableness B) Openness C) Conscientiousness D) Neuroticism <p>Which personality trait describes an individual's tendency to experience negative emotions such as anxiety and moodiness?</p> <ul style="list-style-type: none"> A) Extraversion B) Neuroticism C) Agreeableness D) Openness 2. Conduct Discussion



	Spend 5 minutes to evaluate student assimilation of the lesson contents
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Lesson Plan No. 23	Course Name: Consumer Behavior Topic: Self-Concept	Course No.: MBA-311
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Outline Self and Self-Image Discuss the elements of Self-image Explain the Extended Self Describe the concept of Altering the Self
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation Examples
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions What is Self and Self-Image? Talk about self and self-image Development (30 minutes) <ol style="list-style-type: none"> Introduction <ul style="list-style-type: none"> Introduce the formal concept of Self and Self-Image. Define the term Self-Concept. Components of Self-Image <ul style="list-style-type: none"> Discuss the Components of Self-Image <ul style="list-style-type: none"> Actual self-image is the way consumers see themselves; Ideal self-image is how consumers would like to see themselves; Social self-image is how consumers feel others see them; and Ideal social self-image is how consumers would like others to see them. Explain the Extended Self Describe the concept of Altering the Self Illustrate the concept with the help of various examples <p>Exercise (5 minutes) – One Minute Paper</p>



<p>Closure</p>	<ol style="list-style-type: none"> Summarize the Lesson Learning Outcomes and get affirmation from students on these. Suggested Reading Consumer Behavior by Leon G. Schiffman & Joseph L. Wisenblit (Ch-3) Homework Describe the components of self-image with respect to yourself. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
<p>Evaluation</p>	<ol style="list-style-type: none"> Reflective Questions Self-concept is primarily formed through: A) Genetic inheritance B) Interactions with others C) Introspection D) Childhood experiences Which of the following is NOT a component of self-concept? A) Ideal self B) Looking-glass self C) Real self D) Superego Which of the following is TRUE about self-concept? A) It is the person's ideas and feelings about other people B) It is the person's feelings and ideas about him or herself C) It is the person's feelings and ideas about the rest of the world D) It is the person's ideas and feelings about their possessions Conduct Discussion Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 24	Course Name: Consumer Behavior Topic: Consumer Perception	Course No.: MBA-311
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Define Consumer Perception Explain Elements of Consumer Perception Interpret the process of perception Discuss factors affecting consumer Perception
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation Flash Cards
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions <ul style="list-style-type: none"> What is perception? What do you mean by Consumer Perception? Is Consumer Behavior influenced by Consumer Perception? Introduce the formal concept of Perception. Talk about consumer perception and consumer behavior. Development (30 minutes) <ol style="list-style-type: none"> Introduction <ul style="list-style-type: none"> Define the term Consumer Perception Consumer Perception <ul style="list-style-type: none"> Explain Elements of Consumer Perception <ul style="list-style-type: none"> Sensation Absolute Threshold Sensory Adoption Different Threshold Subliminal Perception Interpret the Perception Process <ul style="list-style-type: none"> Perceptual Inputs Perceptual Organisation <ul style="list-style-type: none"> Perceptual selection Perceptual interpretation Perceptual Outputs Discuss factors affecting consumer Perception <ul style="list-style-type: none"> Factors related to environment



	<ul style="list-style-type: none"> • Factors related to perceiver • Factors related to perceived object <p>Exercise (5 minutes) – Verbal Quiz</p>
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading Consumer Behavior by Leon G. Schiffman & Joseph L. Wisenblit (Ch-4) 3. Homework Why understanding of consumer perception is significant for marketers? <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions Consumer perception is defined as the process by which individuals: A) Make purchasing decisions B) Select, organize, and interpret stimuli C) Evaluate product quality D) Develop brand loyalty Which of the following factors does NOT influence consumer perception? A) Personal experiences B) Cultural background C) Economic status D) Product price When consumers interpret information in a way that supports their existing beliefs, this is called: A) Selective attention B) Selective distortion C) Selective retention D) Perceptual blocking 2. Conduct Discussion Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 25	Course Name: Consumer Behavior Topic: Consumer Perception	Course No.: MBA-311
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> a. Explain Perceptual errors b. Infer Consumer Imagery c. Discuss perceived risk and its types d. Provide an overview of perceived quality
Teaching Aids (if any)	<ol style="list-style-type: none"> a. Power Point Presentation
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (05 minutes) <ul style="list-style-type: none"> - Ask questions Name the various errors that we make while perceiving other? What do you mean by perceived risk? - List the various perceptual errors. - Talk about perceived risk. 2. Development (30 minutes) <ol style="list-style-type: none"> a) Introduction <ul style="list-style-type: none"> - Outline about perceptual errors - Define consumer imagery - Introduce the formal concept of perceived risk b) Consumer Perception <ul style="list-style-type: none"> - Explain about various Perceptual Errors with examples <ul style="list-style-type: none"> • Stereotyping • Impression • Halo Effect • Projection • Attribution • Inference • Selective Perception • Physical Appearance • Perceptual Set - Infer consumer Imagery <ul style="list-style-type: none"> • Brand Image • Package Image • Service Image



	<ul style="list-style-type: none"> • Perceived Price <ul style="list-style-type: none"> - Discuss the concept of perceived quality - Describe perceived risk and its types <ul style="list-style-type: none"> • Financial Risk • Performance Risk • Physical Risk • Social Risk • Time Risk • Psychological Risk <p>Exercise (5 minutes) – Think-Pair-Share</p>
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading Consumer Behavior by Leon G. Schiffman & Joseph L. Wisenblit (Ch-4) 3. Homework <p>Interpret the various types of risk with respect to actual purchase made by you.</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions <p>The halo effect refers to:</p> <ul style="list-style-type: none"> A) Judging a person based on a single positive trait B) Overgeneralizing based on a single negative experience C) The tendency to perceive others in a way that confirms our existing beliefs D) Focusing on the most recent information available <p>Which perceptual error involves forming an opinion about someone based on their membership in a particular group?</p> <ul style="list-style-type: none"> A) Stereotyping B) Projection C) Recency effect D) Selective perception <p>Which of the following is NOT a type of perceived risk?</p> <ul style="list-style-type: none"> A) Financial risk B) Functional risk



	<p>C) Emotional risk D) Operational risk</p> <p>Consumers often use product images to:</p> <ul style="list-style-type: none">A) Satisfy their functional needsB) Express their self-conceptC) Reduce perceived riskD) All of the above <p>2. Conduct Discussion Spend 5 minutes to evaluate student assimilation of the lesson contents</p>
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Lesson Plan No. 26	Course Name: Consumer Behavior Topic: Consumer Learning	Course No.: MBA-311
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Define Consumer Learning Infer Elements of Consumer Learning Explain Characteristics of Consumer Learning Discuss Process of Learning Describe the principles of Consumer Learning
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation YouTube Video https://www.youtube.com/watch?v=FDubEVe7Jjw https://www.youtube.com/watch?v=eX_uta8NEtI
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions <ul style="list-style-type: none"> What do you mean by Learning? What is Consumer Learning? Is Consumer Behavior influenced by Consumer Learning? Introduce the formal concept of Learning. Talk about consumer behavior and consumer learning. Development (30 minutes) <ol style="list-style-type: none"> Introduction <ul style="list-style-type: none"> Define Consumer Learning Consumer Learning <ul style="list-style-type: none"> Infer Elements of Consumer Learning <ul style="list-style-type: none"> Motivation Cues Response Reinforcement Explain Characteristics of consumer Learning <ul style="list-style-type: none"> Learning is Purposeful Learning is a Result of Experience Learning is Multifaceted Learning is an Active Process Discuss Process of Learning Describe the Principles of Learning



	<ul style="list-style-type: none"> • Readiness • Exercise • Effect • Primacy • Intensity • Recency <p style="text-align: center;">Exercise (5 minutes) – Think-Pair-Share</p>
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading Consumer Behavior by Leon G. Schiffman & Joseph L. Wisenblit (Ch-5) 3. Homework Write about the role of reinforcement in the process of learning. (100-150 words) <p>Spent 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions Consumer learning is defined as the process by which individuals: <ol style="list-style-type: none"> A) Develop brand loyalty B) Acquire knowledge and experience related to purchase and consumption C) Make impulsive buying decisions D) Identify their needs and wants <p>Which of the following theories focuses on observable behaviors in consumer learning?</p> <ol style="list-style-type: none"> A) Cognitive theories B) Behavioral theories C) Affective theories D) Emotional theories <p>The process through which individuals learn behavior by observing others is called:</p> <ol style="list-style-type: none"> A) Classical conditioning B) Operant conditioning C) Modeling D) Reinforcement 2. Conduct Discussion



	Spend 5 minutes to evaluate student assimilation of the lesson contents
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Lesson Plan No. 27	Course Name: Consumer Behavior Topic: Consumer Learning contd...	Course No.: MBA-311
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Infer factors affecting of Consumer Learning Explain Theories of Learning Identify the outcomes of consumer learning
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions What are the factors that can affect consumer learning? Talk about factors affecting consumer behavior. Development (30 minutes) <ol style="list-style-type: none"> Introduction <ul style="list-style-type: none"> List the factors affecting consumer behavior. Consumer Learning <ul style="list-style-type: none"> Infer the factors affecting of Consumer Learning <ul style="list-style-type: none"> Their resources Their image of learning The rewards associated with any learning activity The availability of information about learning opportunities The climate in which learning takes place, especially that created by government and employers. Explain the theories of learning <ul style="list-style-type: none"> Classical Conditioning Operant Conditioning Cognitive Learning Social Learning Identify the outcomes of consumer learning <ul style="list-style-type: none"> Recognition and Recall Measure Brand Loyalty Brand Equity <p style="text-align: right;">Exercise (5 minutes) – Summarising</p>



<p>Closure</p>	<ol style="list-style-type: none"> Summarize the Lesson Learning Outcomes and get affirmation from students on these. Suggested Reading Consumer Behavior by Leon G. Schiffman & Joseph L. Wisenblit (Ch-5) Homework Think and identify the factors that can contribute in your learning as a consumer. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
<p>Evaluation</p>	<ol style="list-style-type: none"> Reflective Questions In the context of consumer learning, the term "operant conditioning" refers to: <ol style="list-style-type: none"> Learning through association between stimuli Learning through reinforcement and punishment Learning through observation of others Learning through cognitive processes Which of the following best describes "classical conditioning" in consumer learning? <ol style="list-style-type: none"> Learning that occurs through rewards Learning that occurs through association of stimuli Learning that occurs through direct experience Learning that occurs through observation Which type of learning occurs when a consumer learns through direct experience with a product? <ol style="list-style-type: none"> Observational learning Cognitive learning Experiential learning Incidental learning Conduct Discussion Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 28	Course Name: Consumer Behavior Topic: Consumer Attitude Formation and Change	Course No.: MBA-311
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> a. Define the concept of Attitude b. Discuss the features of Attitude c. Explain components of Attitude d. Describe nature of attitude e. Infer functions of attitude f. Identify Factors affecting Attitude g. Discuss the change of Attitude h. Interpret Cognitive dissonance and Resolving Conflicting Attitude
Teaching Aids (if any)	<ol style="list-style-type: none"> a. Power Point Presentation b. Poll
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (05 minutes) <ul style="list-style-type: none"> - Ask questions What do you mean by Attitude? How Attitudes are formed? Is Consumer Behavior influenced by Consumer Attitudes? - Talk about consumer behavior and consumer attitudes. 2. Development (30 minutes) <ol style="list-style-type: none"> a) Introduction <ul style="list-style-type: none"> - Introduce the formal concept of Attitude - Define Consumer Attitude b) Consumer Attitude Models <ul style="list-style-type: none"> - Discuss the features of Attitude <ul style="list-style-type: none"> • Attitudes are learned through experience • Attitude predispose people to behave or respond in a certain way • Attitude and behavior conform to a principle of consistency • The favorable or unfavorable manner of behaving reflects the evaluative component of attitudes - Explain the components of Attitude <ul style="list-style-type: none"> • Affect (feeling) • Conotation (behavior) • Cognition (thinking/knowledge)



	<ul style="list-style-type: none">- Describe the nature of attitude<ul style="list-style-type: none">• Valence (Magnitude)• Multiplexity (number of elements constituting)• Relation to needs• Centrality- Infer functions of attitude<ul style="list-style-type: none">• Attitudes determine meaning• Attitudes organize facts• Attitudes select facts• Adjustment function• Knowledge function• The value experience function• The ego-defensive function- Identify the factors affecting consumer attitude with examples<ul style="list-style-type: none">• Psychological Factors• Family Factors• Peer Groups• Reference Groups• Neighborhood• Role Model in One's Life• Social Factors• Institutional Factors• Economic Factors• Political Factors• Mass Communication• Direct Experience• Direct Marketing• Mass Marketing- Discuss the change of attitude<ul style="list-style-type: none">• Providing New Information• Use of Fear• Influence of Friends and Peer• Resolving Discrepancies• The Co-opting Approach- Interpret Cognitive dissonance and Resolving Conflicting Attitude <p>Exercise (5 minutes) – Conduct Poll</p>
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<p>Closure</p>	<ol style="list-style-type: none"> Summarize the Lesson Learning Outcomes and get affirmation from students on these. Suggested Reading Consumer Behavior by Leon G. Schiffman & Joseph L. Wisenblit (Ch-6) Homework Make a list of those factors that have formulated your attitude towards your latest mobile purchase. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
<p>Evaluation</p>	<ol style="list-style-type: none"> Reflective Questions Which of the following components is NOT part of the tri-component attitude model? A) Cognitive component B) Affective component C) Behavioral component D) Economic component The cognitive component of an attitude refers to: A) The feelings or emotions a consumer has towards a product B) The beliefs and thoughts a consumer holds about a product C) The actions a consumer takes regarding a product D) The social influences affecting a consumer's choices Which of the following best describes the affective component of consumer attitude? A) It involves the consumer's knowledge about the product. B) It refers to the consumer's emotional response to the product. C) It includes the consumer's intentions to purchase the product. D) It relates to the consumer's social influences. The behavioral component of an attitude is reflected in: A) The consumer's feelings about a brand B) The consumer's intentions to purchase or use a product C) The consumer's beliefs about a product's quality D) The consumer's social interactions <ol style="list-style-type: none"> Conduct Discussion Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 29	Course Name: Consumer Behavior Topic: Lifestyle Marketing	Course No.: MBA-311
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Outline the concept of Lifestyle Marketing Explain advantages and disadvantages of Lifestyle Marketing Describe the process of Lifestyle Marketing Interpret the Relationship between Consumer's Lifestyle and his Purchase Decision
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions What do you mean by Lifestyle? Is Consumer's purchase decision influenced by his Lifestyle? Talk about lifestyle marketing and consumer behavior. Development (30 minutes) <ol style="list-style-type: none"> Introduction <ul style="list-style-type: none"> Introduce the concept of Lifestyle Marketing Lifestyle Marketing <ul style="list-style-type: none"> Explain the advantages of Lifestyle Marketing <ul style="list-style-type: none"> Business Scalability Creative Marketing Increased Referrals Long-term Content Segment Discuss the disadvantages of Lifestyle Marketing <ul style="list-style-type: none"> Expensive Overhead Cost Crowded market Describe the process of Lifestyle Marketing <ol style="list-style-type: none"> Define and build brand storytelling Outline your target audience Build your social media following Emerge with your customers Encourage brand loyalty Listen to your customers Interpret the Relationship between Consumer's Lifestyle and his Purchase Decision



	Exercise (5 minutes) – One Minute Paper
Closure	<ol style="list-style-type: none"> Summarize the Lesson Learning Outcomes and get affirmation from students on these. Suggested Reading https://egyankosh.ac.in/bitstream/123456789/10148/1/Unit-2.pdf https://hmhub.in/marketing-services-consumer-behaviour/consumer-behavior-lifestyle-marketing/ https://peertopeermarketing.co/lifestyle-marketing/ Homework Find out the reasons because of which understanding about consumer lifestyle is essential for marketers. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> Reflective Questions <p>Lifestyle marketing primarily focuses on:</p> <p>A) The price of products B) The demographic characteristics of consumers C) The interests, activities, and opinions of consumers D) The historical sales data of products</p> <p>Which of the following is an example of lifestyle marketing?</p> <p>A) Discount coupons B) Ads featuring athletes promoting sportswear C) Generic product packaging D) Price comparison websites</p> <p>Lifestyle segmentation divides consumers based on:</p> <p>A) Age and gender B) Income level C) Values, interests, and lifestyles D) Geographic location</p> <p>Which of the following marketing strategies is most aligned with lifestyle marketing?</p> <p>A) Mass marketing B) Niche marketing C) Cost leadership D) Product differentiation</p> Conduct Discussion Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 30	Course Name: Consumer Behavior Topic: Environmental Influences	Course No.: MBA-311
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Describe the concept of environmental influences Explain the complex of consumer environment Discuss the dimensions of consumer environment Identify the changes in consumer environment
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation Poll
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions <ul style="list-style-type: none"> What do you mean by consumer environment? How environment influences consumer behavior? Talk about consumer environment. Talk about environmental influences on consumer behavior. Development (30 minutes) <ol style="list-style-type: none"> Introduction <ul style="list-style-type: none"> Introduce the concept of environmental influences Environmental Influences <ul style="list-style-type: none"> Explain the complex of consumer environment <ol style="list-style-type: none"> Physical Environment Social Environment <ul style="list-style-type: none"> Family <ul style="list-style-type: none"> Structural Aspect Family Life Cycle Cultural <ul style="list-style-type: none"> Cultural Beliefs and Values Life Style Sociological <ul style="list-style-type: none"> Social Class structure Opinion Leadership Economic <ul style="list-style-type: none"> Price Product Income Saving Technology



	<ul style="list-style-type: none"> - Discuss the dimensions of consumer environment - Identify the changes in consumer environment <p>Exercise (5 minutes) – Conduct Poll</p>
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading https://www.egyankosh.ac.in/bitstream/123456789/13479/1/Unit-3.pdf 3. Homework Identify the environmental factors that have influenced you while purchasing your smart phone. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions <p>Which of the following is a key environmental factor that influences consumer buying behavior?</p> <ul style="list-style-type: none"> A) Personal income B) Marketing strategies C) Atmospheric D) Product quality <p>What is the term for the emotional state that can affect a consumer's purchasing decisions?</p> <ul style="list-style-type: none"> A) Mood B) Emotion C) Attitude D) Perception <p>Which economic indicator reflects the overall sentiment of consumers regarding their financial situation?</p> <ul style="list-style-type: none"> A) Consumer Price Index B) Retail Sales C) Consumer Confidence Index D) Gross Domestic Product 2. Conduct Discussion Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 31	Course Name: Consumer Behavior Topic: Situational Influences	Course No.: MBA-311
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Describe the concept of situational influences Explain the situational factors that can affect consumers buying behavior
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation Examples
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions What do you mean by situational factors? What are the various situational factors that can impact consumer buying behavior? Talk about situational factors. List the situational factors that can affect consumer buying behavior. Development (30 minutes) <ol style="list-style-type: none"> Introduction <ul style="list-style-type: none"> Introduce the concept of situational factors Situational Influences <ul style="list-style-type: none"> Explain the situational factors that can affect consumer behavior <ul style="list-style-type: none"> Mood Timing Occupation Lifestyle Economic situation Environmental factors (atmospheric factors) <ul style="list-style-type: none"> External variables General interior variables Layout & design variables POP & decoration variables Human variables Illustrate the impact of various situational influences upon Consumer's Purchase Decision <p>Exercise (5 minutes) – One Minute Paper</p>



<p>Closure</p>	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading Consumer Behaviour and Marketing Action by Assael, H. (Ch-6) https://opentextbc.ca/introconsumerbehaviour/chapter/situational-factors-and-influences/ https://openstax.org/books/principles-marketing/pages/3-2-factors-that-influence-consumer-buying-behavior 3. Homework Find out which situational factors have influenced you while purchasing pizza in the recent past. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
<p>Evaluation</p>	<ol style="list-style-type: none"> 1. Reflective Questions The physical surroundings that can influence consumer behavior include: A) Store layout and design B) Lighting and music C) Crowding and cleanliness D) All of the above The social surroundings that can shape consumer behavior consist of: A) The presence and behavior of other people B) The role and status of the consumer C) The influence of reference groups D) All of the above The time-related factors that can affect consumer buying decisions include: A) Time of day, week, or season B) Time available for shopping C) Time pressure D) All of the above 2. Conduct Discussion Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 32	Course Name: Consumer Behavior Topic: Societal Influences	Course No.: MBA-311
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Describe the concept of Social Influences Identify the Societal Influences upon Consumer Behavior Explain the impact of social influences on purchase decision
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation YouTube Video https://www.youtube.com/watch?v=t79v2dSnIdM https://www.youtube.com/watch?v=3lx0ePkzK-A
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions <ul style="list-style-type: none"> What do you mean by Social Factors? What is Social Class? What is Social Status? Is Consumer's purchase decision influenced by his Society? List down social factors. Talk about social class, social status and their impact upon consumer behavior. Development (30 minutes) <ol style="list-style-type: none"> Introduction <ul style="list-style-type: none"> Introduce the formal concept of Social factors Define Social Class Define Social Status Societal Influences <ul style="list-style-type: none"> Identify the social factors affecting consumer behavior <ul style="list-style-type: none"> Reference groups Immediate family Relatives Role in Society Status in society Explain the impact of social influences on purchase decision <ul style="list-style-type: none"> Word-of-mouth Social proof Influencer marketing Social media and peer pressure <p style="text-align: center;">Exercise (5 minutes) – Summarising</p>



<p>Closure</p>	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading Consumer Behavior by Leon G. Schiffman & L. L. Kanuk (Ch-11) https://www.managementstudyguide.com/social-factors-affecting-consumer-behaviour.htm https://openstax.org/books/principles-marketing/pages/3-2-factors-that-influence-consumer-buying-behavior https://fastercapital.com/content/Social-influence--The-Social-Factor--Unraveling-the-Impact-on-Consumer-Behavior.html#The-Impact-of-Social-Influence-on-Purchase-Decisions 3. Homework Identify the social factors that have influenced you while taking admission in your post-graduation course. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
<p>Evaluation</p>	<ol style="list-style-type: none"> 1. Reflective Questions Which of the following is considered a significant social factor influencing consumer behavior? A) Culture B) Social class C) Family D) All of the above Group influence on consumer behavior can include which of the following? A) Reference groups B) Family C) Friends D) All of the above How does family influence consumer behavior? A) By setting financial limits B) By shaping preferences and values C) By making joint purchasing decisions D) All of the above 2. Conduct Discussion



	Spend 5 minutes to evaluate student assimilation of the lesson contents
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Lesson Plan No. 33	Course Name: Consumer Behavior Topic: Group Influences	Course No.: MBA-311
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Describe the concept of group influences Explain the group influences that can affect consumers buying behavior
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation Examples
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions <ul style="list-style-type: none"> What do you mean by a group? What are the various types of groups? Talk about group and its various types. Development (30 minutes) <ol style="list-style-type: none"> Introduction <ul style="list-style-type: none"> Define the concept of groups Group Influences <ul style="list-style-type: none"> Describe the characteristics of groups <ul style="list-style-type: none"> Types of Groups Group Cohesion Groupthink Social identity theory Explain the group influences on consumer behavior <ul style="list-style-type: none"> Normative influences Informational influences Aspirational groups Dissociative group Illustrate the impact of various group influences upon Consumer's Purchase Decision <p>Exercise (5 minutes) – Quiz</p>



<p>Closure</p>	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading https://indiafreenotes.com/group-dynamics-and-consumer-reference-groups/ file:///C:/Users/kaurn/Downloads/Block-3.pdf 3. Homework List the social factors that have influenced your behavior at the time of purchasing your dress for a party. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
<p>Evaluation</p>	<ol style="list-style-type: none"> 1. Reflective Questions <p>What is a group that significantly influences its members' behavior called?</p> <p>A) Significance group B) Reference group C) Influencer group D) Support group</p> <p>Which type of group includes family and close friends that have the most direct impact on consumer behavior?</p> <p>A) Secondary groups B) Primary groups C) Aspirational groups D) Dissociative groups</p> <p>Aspirational groups are characterized by:</p> <p>A) Groups that one wants to join B) Groups that one is trying to avoid C) Groups that have no influence on behavior D) Groups that consist of family members</p> <p>Which of the following best describes a dissociative group?</p> <p>A) A group that one aspires to join B) A group that one wishes to avoid C) A group that has no influence on behavior D) A group that consists of close friends</p> 2. Conduct Discussion



	Spend 5 minutes to evaluate student assimilation of the lesson contents
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Lesson Plan No. 34	Course Name: Consumer Behavior Topic: Household and Family Influences	Course No.: MBA-311
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> a. Describe the concept of household and family influences b. Explain the types of households c. Discuss the types of Family d. Interpret the role of decision maker and influencers in family on buying decision
Teaching Aids (if any)	<ul style="list-style-type: none"> a. Power Point Presentation b. Examples
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (05 minutes) <ul style="list-style-type: none"> - Ask questions What do you mean by a family? What are the various types of family? - Talk about family and its various types. 2. Development (30 minutes) <ol style="list-style-type: none"> a) Introduction <ul style="list-style-type: none"> - Define the concept of household and family b) Household and Family Influences <ul style="list-style-type: none"> - Explain the types of households <ul style="list-style-type: none"> • Family • Single person living alone • Group of individuals living together - Discuss the types of Family <ul style="list-style-type: none"> • Nuclear • Extended - Interpret the role of decision maker and influencers in family on buying decision <ul style="list-style-type: none"> • Husband • Wife • Children • Cleaning personnel • Guest • Roommates <ul style="list-style-type: none"> - Illustrate the impact of family influences on buying decision



	Exercise (5 minutes) – Summarising
Closure	<ol style="list-style-type: none"> Summarize the Lesson Learning Outcomes and get affirmation from students on these. Suggested Reading Consumer Behaviour by L.G. Schiffman & J.L. Wisenblit (Ch-10) https://hmhub.in/marketing-services-consumer-behaviour/family-buying-influences-family-life-cycle-and-buying-roles/ Homework Identify the household and family influences that have influenced you while buying your vanity products. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> Reflective Questions Which of the following best describes the role of family in consumer behavior? <ul style="list-style-type: none"> A) Families do not influence consumer choices. B) Families are the primary reference group affecting consumer decisions. C) Families only influence purchasing decisions for children. D) Families have a minimal impact on consumer behavior. In the context of family influence, which member is often seen as the primary decision-maker in purchasing? <ul style="list-style-type: none"> A) The oldest child B) The father C) The mother D) The youngest child Which of the following is NOT a way that families influence consumer behavior? <ul style="list-style-type: none"> A) Shared values and beliefs B) Direct financial support C) Cultural background D) Individual preferences Conduct Discussion Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 35	Course Name: Consumer Behavior Topic: Household and Family Influences contd....	Course No.: MBA-311
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> a. Discuss the family life cycle b. Analyse Household and Family Influences upon Consumer Behavior
Teaching Aids (if any)	<ol style="list-style-type: none"> a. Power Point Presentation
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (05 minutes) <ul style="list-style-type: none"> - Ask questions What do you mean by Family? Is Consumer Behavior influenced by his Family and Household? - Talk about family and household influences on consumer behavior. 2. Development (30 minutes) <ol style="list-style-type: none"> a) Introduction <ul style="list-style-type: none"> - Introduce the formal concept of Family and Household b) Household and Family Influences <ul style="list-style-type: none"> - Discuss Family Life Cycle <ul style="list-style-type: none"> • Bachelorhood • Newly Married • Full nest 1 • Full nest 2 • Full nest 3 • Empty Nest • Solitary Survivor - Analyse Family Decision-Making and Consumption-Related Roles <ul style="list-style-type: none"> • Influencer • Gatekeeper • Decider • Buyer • Preparer • User



	<ul style="list-style-type: none"> • Maintainer • Disposer <p>- Explain Non-Traditional Families and Non-Family Households</p> <p>Exercise (5 minutes) – Verble Quiz</p>
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading Consumer Behavior by Leon G. Schiffman & Joseph L. Wisenblit (Ch-10) https://hmhub.in/marketing-services-consumer-behaviour/family-buying-influences-family-life-cycle-and-buying-roles/#google_vignette 3. Homework How different consumption related roles can impact the purchase of a four-wheeler in a joint family? <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions <p>Which factor is often considered when analyzing how family influences consumer behavior?</p> <ul style="list-style-type: none"> A) Family size B) Family income C) Family structure D) All of the above <p>Children's influence on family purchasing decisions typically begins with which of the following?</p> <ul style="list-style-type: none"> A) Making independent purchases B) Observing and requesting products C) Directly influencing parents' choices D) None of the above <p>Which parenting style is associated with a high level of involvement in children's consumer education?</p> <ul style="list-style-type: none"> A) Authoritarian B) Permissive C) Authoritative D) Neglectful 2. Conduct Discussion Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 36	Course Name: Consumer Behavior Topic: Reference Group Influences	Course No.: MBA-311
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Describe the concept of Reference Group Discuss the types of Reference Groups Explain the factors affecting Reference Group influences Identify the Reference Group Influences upon Consumer Behavior
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation Poll
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions What is Reference Group? Is Consumer Behavior influenced by his Reference Group? Introduce the formal concept of Group. Talk about Reference Group Influences on purchase decisions. Development (30 minutes) <ol style="list-style-type: none"> Introduction <ul style="list-style-type: none"> Define Reference Group Reference Group Influences <ul style="list-style-type: none"> Discuss Types of Reference Groups <ul style="list-style-type: none"> Formal and informal Primary and Secondary Membership Aspirational Dissociative Explain the Factors affecting Reference Group Influences <ul style="list-style-type: none"> Role expectations Conformity Group communication through opinion leaders Word-of-mouth Identify the impact of reference groups on consumer decision-making <ul style="list-style-type: none"> Product and brand choices Consumer attitudes Purchase decision Brand loyalty and advocacy



	Exercise (5 minutes) – Conduct Poll
Closure	<ol style="list-style-type: none"> Summarize the Lesson Learning Outcomes and get affirmation from students on these. Suggested Reading Consumer Behavior by Leon G. Schiffman & Joseph L. Wisenblit (Ch-9) https://indiafreenotes.com/group-dynamics-and-consumer-reference-groups/ https://courses.lumenlearning.com/suny-marketing-spring2016/chapter/reading-social-factors/ Homework Prepare a list of all the reference groups that usually impact your buying behavior for the purchase of different products/services. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> Reflective Questions <p>Which of the following is a key characteristic of a reference group?</p> <p>A) It has no impact on consumer behavior. B) It provides information and influences attitudes. C) It only affects high-involvement purchases. D) It is only relevant in professional settings.</p> <p>What type of reference group has the most direct impact on consumer behavior?</p> <p>A) Secondary groups B) Primary groups C) Aspirational groups D) Dissociative groups</p> <p>When a consumer conforms to a group's behavior without fully accepting its beliefs, this is known as:</p> <p>A) Compliance B) Conformity C) Normative influence D) Groupthink</p> Conduct Discussion Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 37	Course Name: Consumer Behavior Topic: Cultural Influences	Course No.: MBA-311
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Describe the concept of Culture and sub-culture Discuss the Cultural Influences upon Consumer Behavior
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation YouTube Video https://www.youtube.com/watch?v=rP5jnWnoxG0 https://www.youtube.com/watch?v=plcTDzxAkg0 https://www.youtube.com/watch?v=2YKU2xgrrJs)
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions <ul style="list-style-type: none"> What do you mean by the term Culture? Is Consumer Behavior influenced by his Culture? What do you mean by the term Sub-Culture? Is Consumer Behavior influenced by his Sub-Culture? Introduce the formal concept of Culture. Introduce the formal concept of Sub-Culture. Development (30 minutes) <ol style="list-style-type: none"> Introduction <ul style="list-style-type: none"> Define the term Culture Define the term Sub-Culture Cultural Influences <ul style="list-style-type: none"> Discuss Culture's Role and Dynamics Discuss the cultural factors affecting consumer behavior <ul style="list-style-type: none"> Culture <ol style="list-style-type: none"> Geography: Californians, Midwesterners, etc. Ethnicity: Asian Americans, African Americans, etc. Religion: Hindu, Muslims, etc. Nationality: Indian, American, etc. Occupation: Military, Educator, etc. Social Class <ol style="list-style-type: none"> Upper Class Upper Middle Class Middle Class Working Class

	<p>5. Lower Class</p> <p>Exercise (5 minutes) – Summarising</p>
Closure	<ol style="list-style-type: none"> Summarize the Lesson Learning Outcomes and get affirmation from students on these. Suggested Reading Consumer Behavior by Leon G. Schiffman & L. L. Kanuk (Ch-12) https://www.clootrack.com/knowledge_base/major-factors-influencing-consumer-behavior Homework Differentiate culturally the buying behavior of consumers dwelling in the different regions of your UT J&K. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> Reflective Questions Which of the following best defines culture in the context of consumer behavior? A) A set of beliefs and practices shared by a group B) The economic status of individuals C) The influence of social media D) The personal preferences of individuals Cultural influences on consumer behavior primarily shape: A) Individual preferences only B) Social interactions C) Values, norms, and consumption patterns D) Economic conditions Which of the following is NOT considered a cultural factor influencing consumer behavior? A) Language B) Religion C) Personal income D) Traditions Conduct Discussion Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 38	Course Name: Consumer Behavior Topic: Customer Satisfaction	Course No.: MBA-311
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Describe the concept of customer satisfaction Explain the importance of customer satisfaction Identify the methods to improve customer satisfaction Discuss the factors contributing customer satisfaction
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions What do you mean by customer satisfaction? Is enhancement of customer satisfaction significant for marketers and why? Talk about customer satisfaction and its significance for marketers. Development (30 minutes) <ol style="list-style-type: none"> Introduction <ul style="list-style-type: none"> Describe the concept of customer satisfaction Customer Satisfaction <ul style="list-style-type: none"> Explain the importance of customer satisfaction <ul style="list-style-type: none"> Customer loyalty Customer satisfaction measurement Repeat purchase Customer lifetime value New customer acquisition Identify the methods to improve customer satisfaction <ul style="list-style-type: none"> Customer feedback Convenience Speed Empathy Build a customer-focused culture Discuss the factors contributing customer satisfaction <ul style="list-style-type: none"> Product or service performance Customer service Value for money Reliability and durability



	<ul style="list-style-type: none"> • Convenience • Brand reputation • Communication and transparency • Innovation • Customization and personalization • Post-purchase support <p>Exercise (5 minutes) – Summarising</p>
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading https://www.jsscacs.edu.in/sites/default/files/Department%20Files/CB%20UNIT%205%281%29_0.pdf https://www.zendesk.com/in/blog/3-steps-achieving-customer-satisfaction-loyalty/# 3. Homework List the factors that can enhance your satisfaction while dining in a restaurant with friends. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions What is the primary purpose of customer satisfaction surveys? A) To increase sales B) To gather feedback on products and services C) To promote brand awareness D) To conduct market research Which of the following metrics is commonly used to measure customer satisfaction? A) Customer Acquisition Cost (CAC) B) Net Promoter Score (NPS) C) Return on Investment (ROI) D) Customer Lifetime Value (CLV) If a customer feels that a product exceeds their expectations, they are likely to feel: A) Neutral B) Dissatisfied C) Delighted D) Indifferent 2. Conduct Discussion <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 39	Course Name: Consumer Behavior Topic: Customer Loyalty	Course No.: MBA-311
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Describe the concept of customer loyalty Explain the importance of customer loyalty Interpret the types of customer loyalty Identify the strategies to improve customer loyalty Discuss the measurement of customer loyalty
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation YouTube Video https://www.youtube.com/watch?v=mlO6SvHMaSI https://www.youtube.com/watch?v=IDAKtjxYfaM
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions What do you mean by customer loyalty? Is customer loyalty significant for marketers and why? Talk about customer loyalty and its significance for marketers. Development (30 minutes) <ol style="list-style-type: none"> Introduction <ul style="list-style-type: none"> Describe the concept of customer loyalty Customer Loyalty <ul style="list-style-type: none"> Explain the importance of customer Loyalty <ul style="list-style-type: none"> Loyal customers are brand champions Loyal customers spend more Loyal customers are more valuable than new customers Loyal customers are easier to sell to Loyal customers are more likely to forgive you for a mistake Interpret the types of customer loyalty <ul style="list-style-type: none"> Satisfied customers Convenience loyals Loyalty-program loyals Low price loyals Truly loyal customers Identify the strategies to improve customer loyalty <ul style="list-style-type: none"> Make things easy for customers Provide excellent service Meet customer where they are Keep evolving your business



	<ul style="list-style-type: none"> • Personalize the customer experience • Create an emotional connection • Start a loyalty program <p>- Discuss the measurement of customer loyalty</p> <ul style="list-style-type: none"> • Customer retention rate • Customer churn rate • Account upgrades • Social media behavior • Buying patterns • Net Promoter Score • Customer Satisfaction Score <p>Exercise (5 minutes) – Quiz</p>
<p>Closure</p>	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading https://www.zendesk.com/in/blog/customer-loyalty/# https://www.slideshare.net/slideshow/consumer-loyalty-purchase-intentions-and-switching-behaviour/81374901 3. Homework Identify the brands for which you are falling in the following categories: Satisfied customers, Convenience loyals, Loyalty-program loyals, Low price loyals, Truly loyal customers. Also explain why? <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
<p>Evaluation</p>	<ol style="list-style-type: none"> 1. Reflective Questions <p>Which of the following is NOT a key driver of customer loyalty?</p> <p>A) Excellent customer service B) Competitive pricing C) Personalized product recommendations D) Frequent software updates</p> <p>What is the primary purpose of a customer loyalty program?</p> <p>A) To increase sales B) To gather customer data C) To reward and retain loyal customers D) To acquire new customers</p> <p>What is the best way to build customer loyalty?</p> <p>A) Offering the lowest prices B) Providing excellent customer service C) Launching frequent sales and promotions D) Investing heavily in advertising</p>



	<p>2. Conduct Discussion Spend 5 minutes to evaluate student assimilation of the lesson contents</p>
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Lesson Plan No. 40	Course Name: Consumer Behavior Topic: Purchase Intentions and Switching Behavior	Course No.: MBA-311
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Describe the concept of Purchase Intentions Explain the concept of Switching Behavior Discuss the reasons behind Switching behavior
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions <ul style="list-style-type: none"> What do you mean by Purchase Intentions? What do you understand by the term Switching? Talk about purchase intention and switching behavior. Development (30 minutes) <ol style="list-style-type: none"> Introduction <ul style="list-style-type: none"> Introduce the formal concept of Purchase Intentions Introduce the formal concept of Switching Behavior Purchase Intentions and Switching Behavior <ul style="list-style-type: none"> Describe the concept of Purchase Intentions in Detail Explain the concept of Switching Behavior Discuss Reasons behind Brand Switching <ul style="list-style-type: none"> Advertisement by competitors Boredom with one brand Role Celebrity Superior Quality Lesser Price Unavailability of product (long waiting duration) Offers and uniqueness of other brands Wish to taste/try new products Inconsistent brand positioning <p>Exercise (5 minutes) – One Minute Paper</p>



<p>Closure</p>	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading https://www.slideshare.net/VidhuArora2/consumer-loyalty-purchase-intentions-and-switching-behaviour https://www.slideshare.net/slideshow/consumer-loyalty-purchase-intentions-and-switching-behaviour/81374901 3. Homework Tell the brand that you have switched over the another brand and also explain why? <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
<p>Evaluation</p>	<ol style="list-style-type: none"> 1. Reflective Questions Which of the following is NOT a reason why an individual would switch behavior? <ol style="list-style-type: none"> a) People opt for the behavior they are most comfortable with b) To highlight their identity c) To accommodate the needs of the situation d) To avoid punishment <p>Core service failure and response to service failure both can lead to customer switching behavior.</p> <ol style="list-style-type: none"> a) True b) False c) Varies as per condition d) None of the above 2. Conduct Discussion Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 41	Course Name: Consumer Behavior Topic: Organizational and Institutional Consumer Behavior	Course No.: MBA-311
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Describe the concept of Organisational and Institutional Buying Explain the characteristics of Organisational and Institutional Buying Discuss the factors influencing Organisational and Institutional Buying Interpret the scope of Organisational and Institutional Buying Infer the process of Organisational and Institutional Buying
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions What do you mean by Organisational and Institutional Buying? Who can be the Organisational and Institutional Buyers? Talk about Organisational and Institutional Buying. List the Organisational and Institutional Buyers. Development (30 minutes) <ol style="list-style-type: none"> Introduction <ul style="list-style-type: none"> Introduce the concept of Organisational and Institutional Buying Organisational and Institutional Consumer Behavior <ul style="list-style-type: none"> Explain the characteristics of Organisational and Institutional Buying <ul style="list-style-type: none"> Timing Complexity Technical Complexity Organisational Complexity Discuss the factors influencing Organisational and Institutional Buying <ul style="list-style-type: none"> Individual factors Organisational Factors Business Environment Interpret the scope of Organisational and Institutional Buying <ul style="list-style-type: none"> Manufacturing Industry Retail Buying



	<ul style="list-style-type: none"> • Buying by Government • Service Industries • Extractive Industries • Non-profit Organisations <p>- Infer the process of Organisational and Institutional Buying</p> <ul style="list-style-type: none"> • Problem recognition • Need Description • Product Specification • Supplier Search • Proposal Solicitation • Supplier Selection • Order Routine Specification • Performance Review <p>Exercise (5 minutes) – Verble Quiz</p>
<p>Closure</p>	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading https://courses.lumenlearning.com/clinton-marketing/chapter/reading-organizational-buyer-behavior/ https://courses.lumenlearning.com/clinton-marketing/chapter/reading-the-organizational-buying-process/ https://link.springer.com/content/pdf/bfm:978-1-349-08048-9/1.pdf 3. Homework Is organisational buying behavior is different from the buying behavior of an individual consumer? Justify your answer. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
<p>Evaluation</p>	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, Who?). Allow students to answer. <p>Which of the following is NOT a key characteristic of organizational consumer behavior?</p> <ol style="list-style-type: none"> a) Involves complex decision making b) Focuses on products for personal use c) Involves fewer but larger purchases d) Involves professional purchasing agents <p>Which of these is NOT a major factor influencing organizational buying behavior?</p> <ol style="list-style-type: none"> a) Environmental factors b) Interpersonal factors c) Organizational factors d) Psychological factors



	<p>The process by which organizations identify a need and decide to make a purchase is called:</p> <ul style="list-style-type: none">a) Need recognitionb) Vendor analysisc) Buying centerd) Buying process <p>Which of these is NOT a stage in the organizational buying process?</p> <ul style="list-style-type: none">a) Need recognitionb) Product specificationc) Supplier searchd) Impulse buying <p>2. Conduct Discussion Spend 5 minutes to evaluate student assimilation of the lesson contents</p>
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Lesson Plan No. 42	Course Name: Consumer Behavior	Course No.: MBA-311
	Topic: Consumerism and Public Policy	

Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Describe the concept of Consumerism Explain the characteristics of consumerism Identify the advantages and disadvantages of consumerism Interpret the criticism of consumerism Illustrate the consumerism through various examples Discuss consumerism and public policy
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation Conduct Poll
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions <ul style="list-style-type: none"> What do you mean by consumerism? How is it beneficial or not? Talk about consumerism. Development (30 minutes) <ol style="list-style-type: none"> Introduction <ul style="list-style-type: none"> Introduce the concept of consumerism Consumerism and Public Policy <ul style="list-style-type: none"> Explain the characteristics of consumerism <ul style="list-style-type: none"> Materialism Brand Loyalty Throwaway Culture Globalization Status Symbolism Identify the advantages and disadvantages of consumerism <ul style="list-style-type: none"> Advantages <ul style="list-style-type: none"> Economic Growth Innovation Job Creation Improved standard of living Global Trade and Interconnectedness Technological advancements Disadvantages <ul style="list-style-type: none"> Environmental Degradation



	<ul style="list-style-type: none"> · Debt and Financial Stress · Social Inequality · Cultural Homogenization · Materialism and Well-being <ul style="list-style-type: none"> - Interpret the criticism of consumerism <ul style="list-style-type: none"> • Environmental impact • Social inequality • Materialism • Disposable culture • Cultural homogenization - Illustrate the consumerism through examples - Discuss consumerism and public policy <p>Exercise (5 minutes) – Conduct Poll</p>
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading <ul style="list-style-type: none"> https://www.geeksforgeeks.org/consumerism-meaning-impact-advantages-and-disadvantages/#impact-of-consumerism https://www.investopedia.com/terms/c/consumerism.asp https://www.sciencedirect.com/science/article/abs/pii/S0921800911004496 3. Homework Write a short note on your opinion about consumerism. (150-200 words) <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions <p>In consumer behavior, the term "consumer rights" refers to:</p> <ul style="list-style-type: none"> a) Rights to bargain b) Rights to safe and informed choices c) Rights to free products d) Rights to privacy <p>The law of demand states that:</p> <ul style="list-style-type: none"> a) Higher prices lead to higher demand b) Higher prices lead to lower demand c) Demand is unaffected by price changes d) Demand increases with income 2. Conduct Discussion Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 43	Course Name: Consumer Behavior Topic: Consumer Rights	Course No.: MBA-311
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Describe the concept of Consumer Rights Explain the rights of consumer Identify the importance of consumer rights Discuss the responsibilities of consumer
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions What are the rights of a consumer? How are these rights important? Talk about consumer rights. Development (30 minutes) <ol style="list-style-type: none"> Introduction <ul style="list-style-type: none"> Introduce the concept of consumer rights Consumer rights and responsibilities <ul style="list-style-type: none"> Explain the rights of consumers <ul style="list-style-type: none"> Right to safety Right to choose Right to be informed Right to consumer education Right to be heard Right to seek redressal Identify the importance of consumer rights Discuss the responsibilities of consumer <ul style="list-style-type: none"> Responsibility to be aware Responsibility to think independently Responsibility to speak out Responsibility to complain Responsibility to be an ethical consumer Responsibility to be quality conscious <p>Exercise (5 minutes) – One Minute Paper</p>



<p>Closure</p>	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading Consumer Behaviour and Marketing Action by H. Assael. (Ch-2) https://cleartax.in/s/consumer-rights-and-responsibilities https://vikaspedia.in/social-welfare/social-awareness/consumer-education/consumer-rights-and-responsibilities 3. Homework Write about the incident when you have experienced the violation of any of your consumer right. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
<p>Evaluation</p>	<ol style="list-style-type: none"> 1. Reflective Questions Which of the following is NOT a right of consumers? a) Right to safety b) Right to be informed c) Right to choose d) Right to constitutional remedies Which of the following logos indicates that a product meets safety standards in India? a) Hallmark b) ISI mark c) Agmark d) All of the above The Right to Information (RTI) Act was enacted in: a) 2003 b) 2004 c) 2005 d) 2006 <ol style="list-style-type: none"> 2. Conduct Discussion Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 44	Course Name: Consumer Behavior Topic: Institutions and Their Roles	Course No.: MBA-311
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Describe the concept of consumer protection Identify the various institutions involved in consumer protection Explain the role of various institutions in consumer protection Discuss the measures taken by these institutions for consumer protection
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation Conduct Poll
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions What do you mean by consumer protection? What are the various institutions involved in consumer protection? Talk about consumer protection. List down the various institutions involved in consumer protection. Development (30 minutes) <ol style="list-style-type: none"> Introduction <ul style="list-style-type: none"> Introduce the concept of consumer protection Institutions and their roles <ul style="list-style-type: none"> Identify the various institutions involved in consumer protection <ul style="list-style-type: none"> Government Business Organisations Consumer oriented agencies Explain the role of various institutions involved in consumer protection <ul style="list-style-type: none"> Role of Government (Regulation and Legislation) Role of Business organisations (Competition and Self-Regulation) Role of Consumer oriented agencies (Consumer information and consumer consciousness) Discuss the measures taken by these institutions for consumer protection <ul style="list-style-type: none"> Seminars Print Media



	<ul style="list-style-type: none"> • Quality test • Boycotting goods • Legal assistance • Filing complaints • Initiative in public interest • Protesting <p style="text-align: center;">Exercise (5 minutes) – Conduct Poll</p>
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading Consumer Behaviour and Marketing Action by H. Assael. (Ch-2) https://www.toppr.com/guides/business-studies/consumer-protection/consumer-organisations-and-ngos/ 3. Homework Write about the various measures taken by government to preserve consumer rights. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions Consumer education initiatives aim to: <ol style="list-style-type: none"> a) Inform consumers about their rights and responsibilities b) Teach consumers how to file complaints c) Provide legal assistance to consumers d) All of the above <p>Which of the following is not a key consumer right promoted by consumer protection institutions?</p> <ol style="list-style-type: none"> a) Right to Safety b) Right to be Informed c) Right to Monopoly d) Right to Seek Redressal 2. Conduct Discussion Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 45	Course Name: Consumer Behavior	Course No.: MBA-311
	Topic: Ethical, Safety and Environmental issues in consumer protection	

Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Describe the ethical considerations related to consumer protection Explain the safety concerns related to consumer protection Discuss the environmental issues related to consumer protection
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions What are the different issues and concerns associated with consumer protection? Is it essential to address these issues and concerns and why? List down the different issues and concerns associated with consumer protection. Development (30 minutes) <ol style="list-style-type: none"> Introduction <ul style="list-style-type: none"> Introduce the concept of ethical, safety and environmental issues in consumer protection Ethical, Safety and Environmental Issues <ul style="list-style-type: none"> Describe the ethical considerations related to consumer protection <ul style="list-style-type: none"> Businesses should avoid misleading advertising, false claims, and deceptive practices that take advantage of consumers Consumers have a right to clear, accurate information about products to make informed choices Ethical consumption involves considering the social and environmental impacts of purchases Governments should develop advertising codes and regulate environmental claims to protect consumers Explain the safety concerns related to consumer protection <ul style="list-style-type: none"> Product safety testing and public dissemination of results encourages industry to improve safety Consumers have a right to safe, durable products that do not pose unnecessary risks



	<ul style="list-style-type: none"> • Businesses must prioritize consumer safety and take responsibility for the safety of their goods and services <p>- Discuss the environmental issues related to consumer protection</p> <ul style="list-style-type: none"> • Sustainable consumption involves considering the environmental effects of lifestyle choices and product use • Consumers should be educated on the environmental impacts of their consumption patterns • Businesses should promote products and practices that reduce environmental harm and conserve resources • Eco-labeling and life-cycle analysis can help consumers make environmentally-conscious choices <p style="text-align: center;">Exercise (5 minutes) – Think-Pair-Share</p>
<p>Closure</p>	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading Consumer Behaviour and Marketing Action by H. Assael. (Ch-2) 3. Homework “Ethical, safety and environmental issues in consumer protection are required to be addressed in a very careful manner”. Justify. <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
<p>Evaluation</p>	<ol style="list-style-type: none"> 1. Reflective Questions <p>Which of the following is a key aspect of ethical consumerism?</p> <ol style="list-style-type: none"> a) Purchasing the cheapest products available b) Ignoring the environmental impact of products c) Choosing products based on their sustainability and ethical production methods d) Focusing solely on brand reputation <p>Why is environmental protection considered a crucial aspect of consumer protection?</p> <ol style="list-style-type: none"> a) It reduces production costs for businesses b) It ensures that consumers have access to more products c) It helps consumers make informed choices that benefit the environment d) It limits consumer choices to eco-friendly products only 2. Conduct Discussion <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 46	Course Name: Consumer Behavior Topic: Consumer Protection Act	Course No.: MBA-311
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Describe the consumer protection act Explain the consumer protection councils Discuss the central consumer protection authority Interpret the consumer dispute redressal commission
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions What is consumer protection act? Why this act has been enacted? Talk about consumer protection act and its enactment. Development (30 minutes) <ol style="list-style-type: none"> Introduction <ul style="list-style-type: none"> Introduce the Consumer Protection Act, 2019 (last updated 2021) Consumer Protection Act, 2019 <ul style="list-style-type: none"> Describe the chapter I of consumer protection act – Preliminary Explain the chapter II of consumer protection act – Consumer Protection Councils Discuss the chapter III of consumer protection act – Central Consumer Protection Authority Interpret the chapter IV of consumer protection act – Consumer Dispute Redressal Commission <p>Exercise (5 minutes) – Summarising</p>
Closure	<ol style="list-style-type: none"> Summarize the Lesson Learning Outcomes and get affirmation from students on these. Suggested Reading https://www.indiacode.nic.in/bitstream/123456789/15256/1/a2019-35.pdf Homework Read the provisions of the Consumer Protection Act, 2019.



	Spend 5 minutes to wrap up and consolidate the learnings
Evaluation	<p>1. Reflective Questions</p> <p>What do you understand by central consumer protection authority?</p> <p>What do you mean by consumer dispute redressal commission?</p> <p>Which are the various consumer protection councils?</p> <p>2. Conduct Discussion</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 47	Course Name: Consumer Behavior Topic: Consumer Protection Act contd.....	Course No.: MBA-311
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Objectives	At the end of the lesson the student shall be able to: a. Describe the concept of mediation b. Explain about product liability c. Discuss in detail about offences and penalties d. Interpret the miscellaneous terms used in consumer protection act
Teaching Aids (if any)	a. Power Point Presentation
Teaching Development	1. Introduction (05 minutes) - Ask questions What do you mean by mediation? What do you understand by product liability? - Provide an overview of mediation. - Talk about Product liability. 2. Development (30 minutes) a) Introduction - Introduce the Concepts of mediation and product liability. - Introduce about offences and penalties. b) Consumer Protection Act, 2019 - Describe the chapter V of consumer protection act – Mediation - Explain the chapter VI of consumer protection act – Product Liability - Discuss the chapter VII of consumer protection act – Offences and Penalties - Interpret the chapter VIII of consumer protection act – Miscellaneous terms Exercise (5 minutes) – Summarising
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading https://www.indiacode.nic.in/bitstream/123456789/15256/1/a2019-35.pdf 3. Homework Read the Provisions of Consumer Protection Act, 2019 Spend 5 minutes to wrap up and consolidate the learnings



Evaluation	<p>1. Reflective Questions</p> <p>Which acts can be considered as offences in Consumer Protection Act?</p> <p>What are the penalties for various offences in Consumer Protection Act?</p> <p>Who are the mediators in consumer protection act and what is their role?</p> <p>2. Conduct Discussion</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>
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Lesson Plan No. 48	Course Name: Consumer Behavior Topic: Online Buyer Behavior and Consumer Decision Making Process on Net	Course No.: MBA-311
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Describe the concept of Online Buyer Behavior Interpret key aspects of online buyer behavior Identify the importance of online buyer behavior for marketers Articulate the types of online buyer behaviors Explain the factors affecting online buyer behavior Discuss the process of online consumer decision making Infer the ways of using online consumer behavior for effective marketing campaigns
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation
Teaching Development	<ol style="list-style-type: none"> Introduction (05 minutes) <ul style="list-style-type: none"> Ask questions How consumers behave on online platforms? Why understanding online consumer behavior is important for marketers? Talk about online buyer behavior of consumers. Talk about the significance of understanding online consumer behavior. Development (30 minutes) <ol style="list-style-type: none"> Introduction <ul style="list-style-type: none"> Introduce the Concepts of online buyer behavior. Online Buyer Behavior <ul style="list-style-type: none"> Interpret the key aspects of online buyer behavior <ul style="list-style-type: none"> Browsing patterns Search behavior Decision Making process Purchasing habits User engagement Cart behavior Feedback and reviews Response to marketing offers <ul style="list-style-type: none"> Identify the importance of online buyer behavior for marketers



	<ul style="list-style-type: none"> • Personalized marketing strategies • Product development and inventory management • Optimizing user experiences • Effective pricing strategies • Enhancing customer engagement and loyalty • Predictive analysis for demand marketing - Articulate the types of online buyer behaviors <ul style="list-style-type: none"> • Impulse buyer • Discount chaser • Loyal customer • Researcher • Ethical shopper • Indecisive customer • Tech-savvy shopper - Explain the factors affecting online buyer behavior <ul style="list-style-type: none"> • Psychological factors • Social factors • Cultural factors • Economic factors • Personal factors • Technological factors - Discuss the process of online consumer decision making <ul style="list-style-type: none"> • Pre-purchase stage • During the purchase stage • Post-purchase stage - Infer the ways of using online consumer behavior for effective marketing campaigns <ul style="list-style-type: none"> • Personalized marketing • Retargeting campaigns • Optimizing user experiences • Creating targeting content • Seasonal and behavioral promotions • Loyalty programs • Utilizing customer feedback <p style="text-align: center;">Exercise (5 minutes) – Quiz</p>
<p>Closure</p>	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Suggested Reading https://uxpressia.com/blog/customer-online-shopping-behavior https://www.shipbob.com/blog/online-consumer-behavior/ https://www.tutorialspoint.com/consumer_behavior/online_customer_behavior.htm https://indiafreenotes.com/meaning-and-definition-of-online-buying-



	<p>behaviour/#google_vignette</p> <p>3. Homework Find out the difference in your buying behavior while buying physically as compared to buying digitally.</p> <p>Spend 5 minutes to wrap up and consolidate the learnings</p>
Evaluation	<p>1. Reflective Questions</p> <p>Which are the factors affecting online buying behavior of consumers?</p> <p>Why studying online buying behavior of consumer is significant for marketers?</p> <p>How consumers make purchase using online platforms?</p> <p>2. Conduct Discussion Spend 5 minutes to evaluate student assimilation of the lesson contents</p>