

NPTEL Video Lecture Topic List - Created by LinuXpert Systems, Chennai

NPTEL Video Course - Management - Consumer Behaviour

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Co-ordinating Institute - IIT - Kharagpur

Sub-Titles - Available / Unavailable | MP3 Audio Lectures - Available / Unavailable

- Lecture 1 - Introduction to the Study of Consumer Behaviour
- Lecture 2 - Introduction to the Study of Consumer Behaviour (Continued...)
- Lecture 3 - Market Research and Consumer Behaviour
- Lecture 4 - Market Research and Consumer Behaviour (Continued...)
- Lecture 5 - Market Segmentation and Positioning
- Lecture 6 - Market Segmentation and Positioning (Continued...)
- Lecture 7 - The Consumer Decision Making Process
- Lecture 8 - The Consumer Decision Making Process (Continued...)
- Lecture 9 - Models of Consumers and Models of Consumer Behaviour
- Lecture 10 - Models of Consumers and Models of Consumer Behaviour (Continued...)
- Lecture 11 - Models of Consumers and Models of Consumer Behaviour (Continued...)
- Lecture 12 - Models of Consumers and Models of Consumer Behaviour (Continued...)
- Lecture 13 - Consumer Needs and Motivation, Emotions and Mood, Consumer Involvement
- Lecture 14 - Consumer Needs and Motivation, Emotions and Mood, Consumer Involvement (Continued...)
- Lecture 15 - Consumer Needs and Motivation, Emotions and Mood, Consumer Involvement (Continued...)
- Lecture 16 - Consumer Needs and Motivation, Emotions and Mood, Consumer Involvement (Continued...)
- Lecture 17 - Consumer Needs and Motivation, Emotions and Mood, Consumer Involvement (Continued...)
- Lecture 18 - Consumer Learning
- Lecture 19 - Consumer Learning (Continued...)
- Lecture 20 - Consumer Learning (Continued...)
- Lecture 21 - Consumer Learning (Continued...)
- Lecture 22 - Personality, Self Concept and Self Image
- Lecture 23 - Personality, Self Concept and Self Image (Continued...)
- Lecture 24 - Consumer Perception, Risk and Imagery
- Lecture 25 - Consumer Perception, Risk and Imagery (Continued...)
- Lecture 26 - Consumer Perception, Risk and Imagery (Continued...)
- Lecture 27 - Consumer Attitudes
- Lecture 28 - Consumer Attitudes (Continued...)
- Lecture 29 - Consumer Attitudes (Continued...)

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- Lecture 30 - Consumer Communication
- Lecture 31 - Consumer Communication (Continued...)
- Lecture 32 - Consumer Groups and Reference Groups
- Lecture 33 - Family and Family Life Cycle
- Lecture 34 - Social Class and Mobility, Lifestyle Analysis
- Lecture 35 - Culture, Sub-Culture and Cross-Culture
- Lecture 36 - Culture, Sub-Culture and Cross-Culture (Continued...)
- Lecture 37 - Interpersonal Communication and Influence
- Lecture 38 - Opinion Leadership
- Lecture 39 - Diffusion of Innovation
- Lecture 40 - Diffusion of Innovation (Continued...)