NPTEL Video Course - Management - NOC:Consumer Behaviour

Subject Co-ordinator - Prof. Srabanti Mukherjee

Co-ordinating Institute - IIT - Kharagpur

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

Lecture 1 - Introduction to Consumer Behaviour
Lecture 2 - The Changing Patterns of Consumer Behaviour
Lecture 3 - Dimensions of Consumerism
Lecture 4 - Use of Market Segmentation in Consumer Behaviour
Lecture 5 - Process of Motivation
Lecture 6 - Theories of Motivation
Lecture 7 - Consumer Involvement
Lecture 8 - Case Study on Motivation and Involvement
Lecture 9 - Concept and Levels of Perception
Lecture 10 - Process of Perception
Lecture 11 - Theories of Personality - I
Lecture 12 - Theories of Personality - II
Lecture 13 - Brand Personality and Self concept
Lecture 14 - Theories of Learning
Lecture 15 - Attitude Formation - I
Lecture 16 - Attitude Formation - II
Lecture 17 - Changing Attitude
Lecture 18 - Exercise on Attitude Formation and Change
Lecture 19 - Values
Lecture 20 - AIO Classification
Lecture 21 - VALS - I Typology
Lecture 22 - VALS - TM Typology
Lecture 23
Lecture 24
Lecture 25 - Group Influences on Consumption
Lecture 26 - Role of Celebrity Endorsement
Lecture 27 - Concept of Family and Family Life Cycle
Lecture 28 - Family Buying Decisions
Lecture 29 - Diffusion of Innovations - I

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Lecture 30 - Diffusion of Innovations - II
Lecture 31 - Influencing Factors for Adoption and Opinion Leadership
Lecture 32 - Consumer Decision Making
Lecture 33 - Consumer Black Box Model
Lecture 34 - Models of Consumer Behaviour - I
Lecture 35 - Models of Consumer Behaviour - II
Lecture 36 - Models of Consumer Behaviour - III
Lecture 37 - Models of Consumer Behaviour - IV
Lecture 38 - Organisational Buying Behaviour - I
Lecture 39 - Organisational Buying Behaviour - II
Lecture 40 - Dimensions of Consumer Research
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