



RASHTREEYA SIKSHANA SAMITHI TRUST
RV INSTITUTE OF MANAGEMENT
CA 17, 26 Main, 36th Cross, 4th T Block, Jayanagar
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Course Docket
23MBA132-
CONSUMER BEHAVIOUR AND NEURO MARKETING

Term – III Semester
Batch – 2024-2026
December 2025- March 2025

Course Facilitators

Prof. Anitha BM D'Silva

Prof. Shobhana Chandra



R V INSTITUTE OF MANAGEMENT BANGALORE

COURSE DOCKET

Programme	Master of Business Administration
Batch	2024-2026
Semester	III
Course Title	CONSUMER BEHAVIOUR AND NEURO MARKETING
Course Code	23MBA132
Credits	3
Sessions	36
Course Facilitator	Prof. Anitha BM D'Silva Prof. Shobhana Chandra

PART A

Introduction:

A diverse and fascinating range of internal and external factors influences even the simplest buying decisions. An understanding of the driving forces behind why customers buy can empower a marketer to reach key consumers. This course equips the students to understand how do we make decisions as consumers? What do we pay attention to, and how do our initial responses predict our final choices? To what extent are these processes unconscious and cannot be reflected in overt reports? This course will provide students with an introduction to some of the most basic methods in the emerging fields of consumer behaviour. The course will also help the students to learn about brain mechanism that influence consumer choice and it will give an overview of the current and future uses of neuroscience in business.

Course Outcomes (COs):

Having successfully completed this course student will be able to:

- CO1:** To be able to explain consumer behavior and consumer research.
- CO2:** To be able to analyze the individual factors of consumers influencing their behavior.
- CO3:** To be able to analyze social and cultural factors that affect consumer behavior and their decision making process.
- CO4:** To be able to explain neuromarketing and its techniques.
- CO5:** To be able to explain ethics in neuromarketing.

Course content and Structure:

(36 hours)

Module 1: INTRODUCTION

04 HOURS

- Definition and scope of CB
- Development of consumer behavior discipline
- Consumer research-role of research in understanding consumer
- Characteristics of Indian Consumers

MODULE 2: CONSUMER AS AN INDIVIDUAL

12 HOURS

- Consumer needs- Innate and acquired needs, theories of consumer Needs-Henry Murray, Maslow's, Trio of needs theory.
- Needs, goals and Motivation-positive and negative motivation; rational versus emotional motives; the dynamic nature of motivation, Arousal of motives; physiological,

emotional, cognitive, environmental

- Frustration; defense mechanism, multiplicity of needs, need and goals vary along individual
- Personality theories; Meaning, Freudian theory, Jungian, Neo-Freudian and Trait theory
- Self and self-image; one and multiple selves, the makeup of self-image, extended self, altering self
- Perception; elements, absolute and differential threshold, subliminal and supraliminal perception, Gestalt Principles, dynamics of perception
- Consumer learning theories; elements, classical conditioning theory, Instrumental conditioning theory, cognitive learning theory, observational learning theory.
- Attitudes; Tri-component model, sources of forming attitude and strategies to change attitude

MODULE 3: CONSUMER IN THEIR SOCIAL AND CULTURAL SETTINGS & CONSUMERS DECISION MAKING PROCESS 09 HOURS

- Consumer relevant reference groups, opinion leaders
- Family life cycle; functions of family
- Meaning and influence of culture on consumer behavior;
- Consumer decision making process, Consumer decision rules – compensatory and non-compensatory
- Levels of consumer decision making- Extensive, limited and routinized, Models of Consumers- Economic, passive, cognitive and emotional
- Behavioral price comprehension- Dual Process Theory, types of reference price- external & internal, price presentation-price bundling, timing, framing-prospect theory, price fairness, factors determining price fairness.

MODULE 4: INTRODUCTION TO NEUROMARKETING HOURS

06

- An overview of neuroscience and neuromarketing; key concepts
- Key methods and reasons for employing neuroscience to study consumers and communication
- Interdisciplinary nature of Neuromarketing
- Neuromarketing versus traditional methods - key benefits and issues
- Techniques used in neuromarketing-Galvanic Skin Response (GSR), facial coding, eye-tracking, fMRI, Positron Emission Tomography (PET), Electroencephalography (EEG), Magnetoencephalography (MEG).

MODULE 5: NEUROMARKETING & ETHICS IN NEUROMARKETING 05 HOURS

- Understanding the functional architecture of brain-lateralization, localization and regionalization

- Attention and Exposure-Echoic and Iconic Memory, Subliminal and Supraliminal, Attention and arousal, Just Noticeable Difference.
- Sensory Neuromarketing- vision, taste, music, touch, smell
- Learning and Memory- Working memory and Long-term memory, spreading activation model
- Ethics of Neuromarketing and Consumer Aberrations

TEACHING PEDAGOGY

- Class Room Discussion
- Activity Based Teaching
- Project Based Learning
- Workshop & Seminar from Industry practitioners
- Role play and Simulations
- Case Based Teaching- Text & Multimedia cases

Teaching Learning Resources:

Essential readings-

1. Schiffman LG ,Wisenblit J and Kumar R S Consumer Behaviour, 12th Edition Pearsons(2019)
2. Sethna R , Blythe J Consumer Behavior 4 e , Sage Publications (2019)
3. Sangeetha Sahwney .Consumer Behaviour , Oxford University Press
4. Dutta T, and Mandal M K Neuromarketing in India, Routledge (2018)
5. Ramsoy T Z ; Introduction to Neuromarketing & Consumer Neuroscience.
6. Genco, Stephen J., Andrew P. Pohlmann, and Peter
7. Steidl. Neuromarketing for Dummies. John Wiley & Sons, 2013. ISBN-10: 1118518586, ISBN- 13: 978-1118518588.
8. Bridger, Darren. Decoding the Irrational Consumer: How to Commission, Run and Generate Insights from Neuromarketing Research. Kogan Page Publishers, 2015. ISBN-10: 0749473843, ISBN-13: 978-0749473846.

Reference Books

1. Solomon, Consumer Behavior 13th Edition Pearsons (2019)
2. Hawkins D, Motherbaugh D L and Mookerjee A ; Consumer Behavior 12th Edition, Mc Graw Hill Education
3. Morin C, Renvoise P, The Persuasion Code , Wiley (2018)
3. Bijapurkar R, Never Before World, Penguin (2014)

Individual readings

1. Kable, Joseph W. (2011), “The Cognitive Neuroscience Toolkit for the Neuroeconomist: A Functional Overview,” Journal of Neuroscience, Psychology and Economics, 4 (2), 63- 84.

2. Yoon, Carolyn, Richard Gonzalez, Antoine Bechara, Gregory S. Bems, Alain A. Dagher, Laurette Dube, et al. (2012), “Decision Neuroscience and Consumer Decision Making,” *Marketing Letters*, 23 (2), 473-85.
3. Smidts, Ale, Ming Hsu, Alan G. Sanfey, Maarten A.S. Boksem, Richard B. Ebstein, Scott A. Huettel, et al. (2014), “Advancing Consumer Neuroscience,” *Marketing Letters*, 25 (3), 257-67.

Supplementary readings

1. <https://hbr.org/2019/01/neuromarketing-what-you-need-to-know>
2. <https://www.neurosciencemarketing.com/blog/articles/what-is-neuromarketing.htm>
3. <https://www.eminentseo.com/blog/what-is-neuromarketing-vs-traditional-marketing/>
4. <https://www.frontiersin.org/articles/10.3389/fnins.2020.577666/full>
5. <https://www.singlegrain.com/digital-marketing/neuromarketing-101-how-neuroscience-affects-customers-buying-behaviors/>
6. Pearson e – library ; <https://elibrary.in.pearson.com/bookshelfDashboard>
7. EBSCO : <https://www.ebsco.com/search?search=supplychainmodel>
8. Jgate: <https://jgateplus.com/home/resources/>
9. <https://www.coursera.org/learn/neuromarketing>
10. <https://nptel.ac.in/courses/110/105/110105074/>
11. <https://nptel.ac.in/courses/110/105/110105054/>

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	-	-	1	-	3	2	1
CO2	3	3	-	2	-	3	3	2
CO3	1	2	-	2	-	3	3	2
CO4	-	-	-	-	-	2	2	1
CO5	1	1	-	-	-	2	2	1
LEVEL	3-Substantial		2-Moderate		1-Slight		- No Co-relation	

Course Evaluation Plan:

Sl. No.	Evaluation Item	Unit of Evaluation	Marks Allotted	Timeline
1	End Term Exam	Individual	50	At the end of the semester
2	Mid - Term Test	Individual	20	After completion of 2-3 modules
3	Attendance and Class participation	Individual	5	At the end of the semester
4	Remaining assignments • Visit to a retail store-report • Cap-Stone project	Individual Group	05 20	Full Semester

Course Evaluation Plan- in detail

A. Visit to a retail store-report- Ikea report (5 Marks)

Chapter 1: Introduction

- Purpose of the retail store visit
- Overview of IKEA as a global and Indian retailer
- Objectives of the study

Chapter 2: Profile of IKEA

- History and evolution of IKEA
- Business model and value proposition
- Product categories offered
- Target market and customer segments

Chapter 3: Store Layout and Visual Merchandising

- Store location and size
- Store layout (showroom, market hall, warehouse)
- Visual merchandising techniques
- Signage, navigation, and store ambience

Submission – individual

Report- printout and soft copy

Date: January 31st 2026

B. Capstone Project: (20 Marks)- Revival of Failed Marketing Campaign

A capstone project under **Consumer Behavior and Neuromarketing Management** involves creating a comprehensive, research-driven study or practical application that integrates the principles of both fields to address a real-world problem or opportunity. Here's a detailed breakdown of what it entails:

Objective of the Capstone Project

1. **Integration of Theory and Practice:** Apply consumer behavior theories and neuromarketing techniques to a practical problem.
2. **Strategic Insights:** Gain deeper insights into what influences consumer decisions at a psychological and neurological level.
3. **Innovative Solutions:** Design marketing strategies/ advertisements/ products based on scientific findings about consumer preferences and emotions.

Introduction: Marketing is always done with a goal. A goal is to make your product or service reach the right customer and make them think your product is the best fit for them. But, this is not what happens directly every time. Even though marketers try their best to map their customer's expectations with their products or services, their commercials are sometimes stamped as controversial ads in India. However, the below read will tell you that not all controversial ads can be categorized as failures, they might hit news columns like hellfire and still succeed and reach a huge audience. Some of the m are as follows:

How to Revive a Failed Campaign? Once the shortcomings of a failed campaign have been identified and lessons have been learned, the next step is to consider revival. Reviving a project requires renewed trust, strategic effort, and commitment, whether it involves a business initiative or a stalled marketing campaign. It is important to acknowledge that failure can be discouraging; therefore, a campaign should not be relaunched until the team is mentally prepared and strategically confident. Taking time to reassess objectives, understand consumer feedback, and realign marketing elements is a crucial part of the revival process. Revival does not necessarily mean repeating the same approach. Instead, it involves correcting past mistakes, adapting to current market conditions, and redesigning the campaign to better meet consumer expectations. However, if analysis reveals that revival may not add value, reverting to or continuing with a more successful alternative strategy is also a valid decision. Source:

<https://nians.com/blog/controversial-advertisement-campaigns-india/>

10 Advertising Fails in India

1. Amul Macho- Ye toh bada toing hai
2. Tata Nano
3. Zomato
4. Fair & Lovely
5. Manyavar
6. Dove's Real Beauty Bottles
7. Dixcy Scott – Fully Elastic Fully Fantastic
8. Zomato Fast Delivery Ad Awakened Netizens, 202
9. Burger King: A Mold on a Burger?
10. Kent Ro, An Ad Insensitive to House-

a. Group Formation- Students shall work in groups of five members, collectively responsible for conceptualizing and executing the marketing campaign.

b. Presentation & Submission-Each team must prepare: PowerPoint presentation (PPT), brief written report, which must be submitted prior to the event day. Nature of the Activity- **This activity** will be conducted as a **competitive event** among students of the Marketing specialization.

c. Deliverables on the Event Day- Each team is required to submit the following components of the Marketing Campaign:

1. PPT on a Failed Marketing Campaign

- Identify a real failed marketing campaign
- Analyze the reasons for failure using relevant concepts such as the 4Ps, consumer sentiment, market mismatch, communication gaps, etc.
- Propose a revised and improved marketing campaign with justified strategic suggestions

2. Poster for the New Campaign

- Design a creative and visually appealing poster representing the proposed campaign

3. Reel / Jingle / Short Video

- Create a short promotional reel, jingle, or video supporting the new campaign concept

4. Written Report on the Failed Campaign

- A detailed report analyzing the failed campaign must be submitted by each team

d.Format of the Written Report

- Heading: Times New Roman, Font Size 16
- Sub-headings: Times New Roman, Font Size 14
- Body Text: Times New Roman, Font Size 12
- Margins: One inch on all sides
- Line Spacing: 1.5 lines
- Text Alignment: Justified
- Originality: Strictly no copy-paste; plagiarism will be penalized
- Page Numbers: To be included in the footer starting from Module 1
- Images: Use sparingly and only where necessary
- Mandatory Pages:
 - Cover Page (no page number)
 - Student Declaration (no page number)

e. Annexures

- **Annexure 1:** Cover Page
- **Annexure 2:** Student Declaration

f. Evaluation Criteria

Component	Marks
PPT Presentation	5
Poster Design	5
Creation Reel / Video	5
Question & Answer Session	5
Total	20 Marks

g. Rubrics for the evaluation of the report

Criteria	Excellent (5 Marks)	Good (4 Marks)	Average (2 Marks)	Poor (1 Mark)
1. Topic Selected / Business Activities	Topic is highly relevant; business activities are clearly identified and strongly linked to the failed campaign	Topic is relevant; business activities are identified with minor gaps	Topic selected but weak linkage to business activities	Topic unclear or business activities not identified
2. Consumer Decision-Making Process	Comprehensive analysis of all stages (need recognition to post-purchase behavior) clearly linked to campaign failure	Most stages analyzed with reasonable linkage to campaign failure	Limited stages discussed with weak linkage	Consumer decision-making process not addressed
3. Cultural Differences (Urban vs Rural)	Clear, insightful comparison showing how cultural differences impacted campaign failure	Cultural differences discussed with adequate explanation	Minimal discussion of cultural differences	No discussion on cultural differences
4. Grammar & Language Usage	Error-free language, professional tone, and excellent clarity	Minor grammatical errors, meaning remains clear	Frequent grammatical errors affecting readability	Poor grammar and unclear expression
5. Conclusion & Bibliography	Strong conclusion with clear learning outcomes; bibliography correctly formatted and relevant	Conclusion present; bibliography adequate but minor formatting issues	Weak conclusion; limited or poorly formatted bibliography	No conclusion or bibliography provided

Annexure -1



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III SEMESTER
Batch 2024-2026

SUBJECT CODE: 23MBA132

SUBJECT: CONSUMER BEHAVIOUR AND NEURO MARKETING

CAPSTONE PROJECT

Title: “.....”(FILL UP HERE)

NAMES OF THE STUDENT	
SEMESTER	
REGISTERED NUMBER	
NAME OF THE FACULTY	
MARKS (out of 20)	

Student Declaration

DECLARATION BY THE STUDENT

I hereby declare that “.....” is the result of the project work carried out by us as a partial fulfillment for the award of Master’s Degree in Business Administration by RV Institute of Management affiliated to Bengaluru City University. I also declare that this capstone project is the outcome of our own efforts and that it has not been submitted to any other University or Institute for the award of any other degree or Diploma or Certificate.

Name and Signature of the Students

- 1.
- 2.
- 3.
- 4.