

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme	MBA				Branch/Spec.	Innovation, Entrepreneurship and Venture Development (Minor Specialization - Strategic Branding, Digital Marketing and Customer Analytics)			
Semester	IV				Version	2.0.0.0			
Effective from Academic Year			2026-27		Effective for the Batch admitted in			January 2026	
Course Code	IVA11CIB	Course Name			Customer Insights and Behavioral Analytics				
Teaching Scheme					Examination Scheme (Marks)				
(Per week)	Lecture (DT)		Practical (Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	4	0	0		4	Theory	60	40	100
Hours	4	0	0		4	Practical			
Pre-requisites									
Course Outcomes									
On successful completion of the course, the students will be able to:									
CO1	The students will be able to explain the consumer decision-making process and analyze the core psychological drivers, such as personality, perception, and attitude, using established behavioral models.								
CO2	The students will be able to evaluate the impact of socio-cultural factors (e.g., culture, social class) and psychographic profiles (e.g., AIO, VALS) on consumer choices and brand perception.								
CO3	The students will be able to apply core marketing and customer analytics metrics (e.g., CAC, CLV, Churn, NPS) to measure business performance and assess customer value.								
CO4	The students will be able to analyze customer purchase patterns using retail and behavioral segmentation techniques to formulate data-driven strategies for personalization, engagement, and innovation adoption.								
Theory Syllabus									
Unit	Content								Hrs.
1	Foundations of Consumer Behavior Introduction: Scope and importance of understanding consumer behavior in the age of data. Consumer Decision-Making: The consumer decision process; Four views of consumer decision-making. Comprehensive Models (Conceptual): Nicosia Model, Howard-Sheth Model, Engel-Kollat-Blackwell Model. Psychological Drivers: Personality (Freudian, Neo-Freudian, Trait Theory), Perception (Elements, Consumer Imagery, Perceived Risk), and Attitude (Tri-component model, Multi-attribute model). Motivation and Consumer Involvement – Theories of motivation (Maslow, Herzberg) and levels of consumer involvement in decision-making. Learning and Memory in Consumer Behavior – Classical and instrumental conditioning, brand recall, and reinforcement. Cultural and Social Influences on Consumer Behavior – Roles of family, reference groups, social class, and culture in shaping buying behavior. Emerging Trends: Digital Consumer Psychology – Impact of digital media, influencers, and algorithmic personalization on consumer decisions.								12
2	Socio-Cultural & Psychographic Influences: Culture & Sub-culture: Characteristics and measurement of culture. Social & Group Dynamics: Social Class, Reference Groups, and Family Life Cycle (FLC). Psychographics: Lifestyle profiling using AIO (Activities, Interests, Opinions) and the VALS™ framework. Cause-Related Marketing: Understanding how CSR and cause-related campaigns influence consumer perception and behavior. Opinion Leadership and Word-of-Mouth Behavior – Identifying influencers and understanding their								12

	impact on consumer decision-making. Diffusion of Innovation and Adoption Process – How new products and ideas spread across different consumer segments. Cross-Cultural Consumer Behavior – Cultural dimensions (Hofstede, Hall) and their implications for global marketing strategy. Social Media Communities and Digital Tribes – Online group influence, brand fandom, and digital subcultures shaping brand engagement	
3	Core Marketing & Customer Analytics: Introduction to Marketing Analytics: The marketing funnel (Awareness, Interest, Desire, Action) and key metrics at each stage. Customer Acquisition & Value Metrics: Customer Acquisition Cost (CAC), Customer Lifetime Value (CLV), and the CLV:CAC ratio. Customer Retention & Loyalty Metrics: Customer Churn/Attrition models (conceptual), Net Promoter Score (NPS), and Customer Satisfaction Score (CSAT). Lead & Conversion Analysis: Calculating touchpoints, lead conversion rates, and average days to convert. Segmentation and Targeting through Data Analytics – Using clustering, RFM, and predictive models to identify high-value customer segments. Attribution Modeling and Multi-Touch Analysis – Evaluating the effectiveness of various marketing channels in driving conversions. Cohort and Retention Analysis – Tracking customer behavior over time to assess engagement and loyalty patterns. Dashboarding and Data Visualization for Marketing Metrics – Using tools like Looker Studio or Tableau to communicate insights effectively.	12
4	Retail Analytics & Purchase Pattern Analysis: Introduction to Retail Analytics: Using data to optimize pricing, promotions, and inventory management. Market Basket Analysis: The concept of association rule mining ("What gets bought together?"). Applications in product bundling, store layout design, and targeted promotions. Behavioral Segmentation: Moving beyond demographics to RFM Analysis (Recency, Frequency, Monetary value) for identifying high-value customers. Case Studies: Analyzing how retailers like Amazon and Walmart use purchase data to drive sales. Predictive Demand Forecasting – Using historical sales data and machine learning models to anticipate product demand and reduce stockouts. Pricing and Promotion Effectiveness Analysis – Evaluating discount strategies, price elasticity, and promotional ROI. Customer Journey and In-Store Behavior Analytics – Leveraging IoT, heatmaps, and POS data to understand shopper paths and engagement. Omnichannel Retail Analytics – Integrating online and offline consumer data to optimize cross-channel shopping experiences.	12
5	Strategic Applications & Modern Approaches: Customer Engagement Analysis: Measuring and understanding customer engagement across digital and physical touchpoints. Diffusion of Innovations: The Bass Model for forecasting new product adoption. Personalization Strategy: Using behavioral insights to create personalized customer experiences. The role of AI/ML in personalization (conceptual overview). Capstone Case: Developing a customer analytics-driven strategy for a given business scenario to improve acquisition, engagement, and retention. Predictive and Prescriptive Analytics in Marketing Strategy – Leveraging data models to anticipate customer needs and recommend optimal actions. Customer Experience (CX) Optimization and Journey Orchestration – Integrating analytics to enhance every stage of the customer journey. Ethics, Data Privacy, and Responsible AI in Customer Analytics – Ensuring transparency, fairness, and compliance in data-driven decision-making. Emerging Trends: Voice, Visual, and Conversational Commerce Analytics – Understanding new interfaces transforming consumer behavior.	12

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Practical, assignments and tutorials are based on above syllabus.

Text Books

1	Schiffman, Leon G., and Wisenblit, Joseph L. Consumer Behavior. 12th Edition, Pearson, 2018.
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Reference Books

1	Grigsby, Mike. Marketing Analytics: A Practical Guide to Improving Consumer Insights. 2nd Edition,
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	Kogan Page,2018.
2	Sauro, Jeff, and Lewis, James R. Quantifying the User Experience: Practical Statistics for User Research. 2 nd Edition, Morgan Kaufmann, 2016.
3	Kumar, V. Customer Lifetime Value: The Path to Profitability. Now Publishers Inc., 2018.
4	Siegel, Eric. Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die. Wiley, 2016.
5	Davenport, Thomas H., and Harris, Jeanne G. Competing on Analytics: The New Science of Winning. Harvard Business Review Press, 2017.
6	Müller, J., and Broecke, S. Data-Driven-Marketing with Python. Springer, 2021. (For conceptual understanding of applications).
7	Ariely, Dan. Predictably Irrational: The Hidden Forces That Shape Our Decisions. Harper Perennial, 2010.
8	Thaler, Richard H., and Sunstein, Cass R. Nudge: The Final Edition. Penguin Books, 2021.
9	Sivarajah, Uthayasankar, and Irani, Zahir. Retail Analytics: A Managerial Perspective. Routledge, 2022.
10	Solomon, Michael R. Consumer Behavior: Buying, Having, and Being. 13th Edition, Pearson, 2019.
ICT/MOOCs Reference	
1	Coursera: Consumer Behavior and Analytics – University of Pennsylvania (Wharton)
2	Udemy: Customer Analytics and Behavioral Marketing

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	P S O 1	P S O 2	P S O 3	P S O 4
CO1	3	3	2	–	2	–	2	2	2	2	3	3	–
CO2	3	3	2	–	–	–	2	2	2	2	3	3	2
CO3	3	3	2	–	–	–	3	3	3	3	3	3	–
CO4	3	3	2	2	–	–	3	3	3	3	3	3	–