

# GUJARAT TECHNOLOGICAL UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (Global Program)

Year – II (Semester – III) (W.E.F. January 2014)

**Specialization: Marketing Management**

**Subject Name: Consumer Behaviour (CB)**

**Subject Code: 2830101**

1. **Course Objective:** The objective of the course is to:

- Familiarize the students with the behavioural aspects of consumers.
- To understand the internal forces, external influences and processes that go on to affect consumer behaviour, the challenges generated for the marketers and the strategies which could be implemented.

2. **Course Duration:** The course duration is of 36 sessions of 75 minutes each i.e. 45 hours.

3. **Course Contents:**

Module No.	Modules / Sub-Modules	Sessions	70 Marks (External Evaluation)
I	<b>Understanding the Consumer:</b> Consumer Behaviour and the Marketing Concept, Customer Value, Satisfaction, Trust and Retention, The Impact of New Technology on Marketing, The Consumer Research Process, Market Segmentation and Strategic Targeting.	7	17
II	<b>Consumer as an Individual:</b> Consumer Motivation , Personality and Consumer Behavior, Consumer Perception	7	17
III	<b>Consumer as an Individual:</b> Consumer Learning, Consumer Attitude Formation and Change, Communication and Consumer Behaviour.	7	18
IV	<b>Socio-Cultural settings and Consumer Behaviour:</b> The Family and Social Class, Influence of Culture on Consumer Behaviour, Cross-cultural Consumer Behaviour. <b>Consumer Decision Making:</b> Consumers and the Diffusion of Innovation, Consumer Decision Making and Beyond	7	18

V	<b>Practical:</b> Select any topic on consumer behavior, perform a market survey, and prepare the report and/or presentation in the class.	8	Internal Evaluation (20 Marks of CEC)
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#### 4. Teaching Methods:

The course will use the following pedagogical tools:

- (a) Discussion on concepts and issues on Consumer Behaviour.
- (b) Case discussion.
- (c) Projects/ Assignments/ Quizzes/ Class participation etc

#### 5. Evaluation:

A	Projects/Assignments/Quiz/Class Participation, etc.	Weightage (50%) (Internal Assessment)
B	Mid-Semester Examination	Weightage (30%) (Internal Assessment)
C	End-Semester Examination (Min. 30% Theory and Mon. 70% Practical)	Weightage (70%) (External Assessment)

#### 6. Basic Text Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
T1	Schiffman, Kanuk and Ramesh Kumar	Consumer Behaviour	Pearson	Latest Edition
T2	Loudon and Della Bitta	Consumer Behaviour	Tata McGraw Hill	Latest Edition

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

#### 7. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
R1	Blackwell and Engel	Consumer Behaviour	Cengage	Latest Edition
R2	MajumudarRamanuj	Consumer Behaviour: Insights from Indian Market	PHI	Latest Edition
R3	Hoyer, MacInnis and Dasgupta	Consumer Behaviour	Biztantra	Latest Edition
R4	Evans	Consumer Behaviour	Wiley	Latest Edition

R5	Lingquist Jay D	Consumer Behaviour	Cengage	Latest Edition
R6	Coakes, Steed and Dzidic	SPSS 13.0 for Windows	Wiley	Latest Edition

## 8. List of Journals/Periodicals/Magazines/Newspapers, etc.

Journal of Consumer Research, Journal of Consumer Behaviour, Business Magazines

## 9. Session Plan:

Session Nos.	Topics to be covered
1-2	Consumer Behaviour and the Marketing Concept: , Customer Value, Satisfaction, Trust and Retention, The Impact of New Technology on Marketing
3-4	The Consumer Research Process
5-6	Market Segmentation and Strategic Targeting
7	Case studies
8-9	Consumer Motivation
10-11	Personality and Consumer Behavior
12-13	Consumer Perception
14	Case studies
15-16	Consumer Learning
17-18	Consumer Attitude Formation and Change
19-20	Communication and Consumer Behaviour
21	Case studies
22	The Family and Social Class
23	Influence of Culture on Consumer Behaviour
24	Cross-cultural Consumer Behaviour
25	Consumers and the Diffusion of Innovation
26	Consumer Decision Making and Beyond
27-28	Case Studies
29-36	<b>Practical:</b> Select any topic on consumer behavior, perform a market survey, and prepare the report and/or presentation in the class.