

# GUJARAT TECHNOLOGICAL UNIVERSITY

## Integrated Master of Business Administration

Year – 4 (Semester –7) (W.E.F. Academic Year 2017-18)

**Specialization: Marketing Management**

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

**Subject Code: 2577111**

### 1. Learning Outcomes:

Learning Outcome Component	Learning Outcome
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"><li>• Demonstrate the use of consumer behaviour concepts to develop better marketing programs and strategies to influence those behaviours.</li></ul>
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"><li>• Ability to design research in consumer behaviour, and apply findings to marketing practice.</li></ul>
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"><li>• Analyze how global and cultural dimensions shape consumer behaviour.</li><li>• Identify and explain the factors which influence consumer behaviour inclusive of society and culture.</li></ul>
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"><li>• Interpret social and ethical implications of marketing actions on consumer behaviour.</li></ul>
Effective Communication (EC)	<ul style="list-style-type: none"><li>• Develop comprehensive communication skills need to identify and address consumer behaviours. Develop a keen sense of observation and assessing non-verbal communication.</li></ul>
Leadership and Teamwork (LT)	<ul style="list-style-type: none"><li>• Demonstrate the capability to work both independently and as part of a team for the purpose of inquiry into consumer behaviour, and subsequent marketing planning.</li></ul>

**2. Course Duration:** The course duration is of **40 sessions of 60 minutes each.**

### 3. Course Contents:

Module No:	Contents	No. of Sessions	70 Marks (External Evaluation)
I	<b>Understanding the Consumer:</b> <ul style="list-style-type: none"><li>• Consumer Behaviour and the Marketing Concept</li></ul>	10	17

	<ul style="list-style-type: none"> <li>Levels of consumer decision making</li> <li>Customer Value, Satisfaction, Trust and Retention</li> <li>The Impact of New Technology on Marketing</li> </ul>		
II	<b>Consumer as an Individual - I:</b> <ul style="list-style-type: none"> <li>Consumer Motivation</li> <li>Consumer Perception</li> <li>Personality and Self-image, Lifestyle</li> </ul>	10	18
III	<b>Consumer as an Individual - II:</b> <ul style="list-style-type: none"> <li>Consumer Learning</li> <li>Consumer Attitude Formation</li> <li>Attitude Change</li> </ul>	10	18
IV	<b>Socio-Cultural settings and Consumer Behaviour:</b> <ul style="list-style-type: none"> <li>Reference groups</li> <li>The Family and Social Class</li> <li>Influence of Culture on Consumer Behaviour</li> <li>Cross-cultural Consumer Behaviour.</li> </ul> <b>Consumer Decision Making:</b> <ul style="list-style-type: none"> <li>Diffusion of Innovation</li> <li>Consumer Decision Making</li> <li>CBB models- Howard Sheth Model</li> <li>Consumerism</li> <li>Brief overview of Neuromarketing</li> </ul>	10	17
V	<b>Practical:</b> <ul style="list-style-type: none"> <li>Students should carry out a primary, qualitative / quantitative research on any dimension related to consumer behavior.</li> <li>Students can identify how marketers are addressing the various components and stages of the decision making process.</li> </ul>	---	(30 marks CEC)

#### 4. Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

#### 5. Evaluation:

Students shall be evaluated on the following components:

A	<b>Internal Evaluation</b>	<b>(Internal Assessment- 50 Marks)</b>
	<ul style="list-style-type: none"> <li>Continuous Evaluation Component</li> </ul>	30 marks
	<ul style="list-style-type: none"> <li>Class Presence &amp; Participation</li> </ul>	10 marks

	• Quiz	10 marks
<b>B</b>	<b>Mid-Semester examination</b>	<b>(Internal Assessment-30 Marks)</b>
<b>C</b>	<b>End –Semester Examination</b>	<b>(External Assessment-70 Marks)</b>

## 6. Reference Books:

No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	Leslie Lazar Kanuk, S. Ramesh Kumar, Leon Schiffman	Consumer Behaviour	Pearson	2014 / 11 <sup>th</sup>
2	Leon G. Schiffman, Joe Wisenblit, S. Ramesh Kumar	Consumer Behaviour	Pearson	2018 / 12 <sup>th</sup>
3	S. Ramesh Kumar	Consumer Behaviour: The Indian Context (Concepts and Cases)	Pearson	2017 / 2 <sup>nd</sup>
4	S. Ramesh Kumar	Case Studies in Consumer Behaviour	Pearson	2014 / 1 <sup>st</sup>
5	Michael R. Solomon	Consumer Behaviour: Buying, Having and Being	Pearson	2016 / 12 <sup>th</sup>
6	David Loudon, A. J. Della Bitta	Consumer Behaviour: Concepts and Applications	McGraw Hill	Latest Edition
7	MajumudarRamanuj	Consumer Behavior: Insights from Indian Market	PHI	Latest Edition
8	Martin M. Evans, Gordon Foxall, Ahmad Jamal	Consumer Behaviour	Wiley	2009 / 2 <sup>nd</sup>
9	Roger D. Blackwell, Paul W. Miniard, James F. Engel	Consumer Behaviour	Cengage	2017 / 10 <sup>th</sup>

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. List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.

1. Brand Equity
2. www.afaqs.com
3. Journal of Consumer Behaviour
4. Indian Journal of Marketing
5. www.consumerpsychologist.com
6. www.marketingweek.com
7. nptel.ac.in/downloads/110105029/  
[http://www.brunel.ac.uk/~bustbdm/1\\_lecture\\_notes/marketing/LEC-07%20Consumr%20Behaviour.doc](http://www.brunel.ac.uk/~bustbdm/1_lecture_notes/marketing/LEC-07%20Consumr%20Behaviour.doc)