

# 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.<br><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) |
|---|--------------------------------------------------------------------------------------------------------------------------------------------|---|---------------------------------------|

#### 4. Teaching Methods:

The course will use the following pedagogical tools:

- Discussion on concepts and issues on Consumer Behaviour.
- Case discussion.
- Projects/ Assignments/ Quizzes/ Class participation etc

#### 5. Evaluation:

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