



GUJARAT TECHNOLOGICAL UNIVERSITY
Syllabus for Master of Business Administration, 3rd Semester
Functional Area Specialization: Marketing Management
Subject Name: Consumer Behaviour (CB)
Subject Code: 4539211

With effective
from academic
year 2018-19

1. Learning Outcomes:

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

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	Understanding the Consumer: <ul style="list-style-type: none">• Consumer Behaviour and the Marketing Concept• Levels of consumer decision making• Customer Value, Satisfaction, Trust and Retention• The Impact of New Technology on Marketing	10	17
II	Consumer as an Individual - I: <ul style="list-style-type: none">• Consumer Motivation• Consumer Perception• Personality and Self-image, Lifestyle	10	18
III	Consumer as an Individual - II: <ul style="list-style-type: none">• Consumer Learning• Consumer Attitude Formation• Attitude Change	10	18
IV	Socio-Cultural settings and Consumer Behaviour: <ul style="list-style-type: none">• Reference groups	10	17



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	<ul style="list-style-type: none"> The Family and Social Class Influence of Culture on Consumer Behaviour Cross-cultural Consumer Behaviour. <p>Consumer Decision Making:</p> <ul style="list-style-type: none"> Diffusion of Innovation Consumer Decision Making CBB models- Howard Sheth Model Consumerism Brief overview of Neuromarketing 		
V	<p>Practical:</p> <ul style="list-style-type: none"> Students should carry out a primary, qualitative / quantitative research on any dimension related to consumer behavior. Students can identify how marketers are addressing the various components and stages of the decision making process. 	---	(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	Internal Evaluation	(Internal Assessment- 50 Marks)
	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 marks
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

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 th
2	Leon G. Schiffman, Joe Wisenblit, S. Ramesh Kumar	Consumer Behaviour	Pearson	2018 / 12 th
3	S. Ramesh Kumar	Consumer Behaviour: The Indian Context (Concepts and Cases)	Pearson	2017 / 2 nd
4	S. Ramesh Kumar	Case Studies in Consumer Behaviour	Pearson	2014 / 1 st



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5	Michael R. Solomon	Consumer Behaviour: Buying, Having and Being	Pearson	2016 / 12 th
6	David Loudon, A. J. Della Bitta	Consumer Behaviour: Concepts and Applicaitons	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 nd
9	Roger D. Blackwell, Paul W. Miniard, James F. Engel	Consumer Behaviour	Cengage	2017 / 10 th

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