



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Bachelor of Vocation (B.Voc), 5th Semester

Branch: Sales & Marketing Management

Subject Name: Consumer Behaviour

Subject Code: 1152201

Teaching and Examination Scheme:

Teaching Scheme			Credit C	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical Marks		
				ESE (E)	PA (M)	ESE (V)	PA (I)	
3	0	0	3	50	0	0	0	50

L- Lectures; T- Tutorial/Teacher Guided Student Activity; P- Practical; C- Credit; ESE- End Semester Examination; PA- Progressive Assessment

Contents:

Sr. No.	Content	Teaching Hrs.	Module % Weightage
1	Module 1: Introduction to Consumer Behavior: Introduction, Consumer Behavior – Definition, Consumer and Customers, Buyers and Users, Organizations as Buyers, Development of Marketing Concept, Consumer Behavior and its Applications in Marketing, Consumer Research Process, Difference between individual consumer and institutional consumer.	10	20%
2	Consumer Motivation: Introduction, Needs and Goals, motivational Conflict, Motive Arousal, Motivational Theories, Maslow’s hierarchy of needs, Freud’s Theory of Motivation. Consumer Personality – Self-concept theory, Trait Theory.	10	20%
3	Group Dynamics & consumer reference groups: Different types of reference groups; factors affecting reference group influence; Family & Consumer Behavior: consumer roles within a family; purchase influences and role played by children; family life cycle. Social Class & Consumer behavior: Determinants of social class; Culture & Consumer Behavior: Characteristics of culture; core values held by society & their influence on consumer behavior	10	30%
4	Consumer Decision Making: Consumer Decision making process: problem recognition; pre-purchase search influences; information evaluation; purchase decision. Factors affecting decision making process.	12	30%
	Total	42	100



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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
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 Applications	McGraw Hill	Latest Edition

Suggested Specification table with Marks (Theory): (For BVOC only)

Distribution of Theory Marks					
R Level	U Level	A Level	N Level	E Level	C Level
15	15	20	0	0	0

Legends: R: Remembrance; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create and above Levels (Revised Bloom's Taxonomy)

Course Outcomes:

Sr. No.	CO Statement	Marks % Weightage
CO-1	Understanding concepts and theories of consumer behavior.	20%
CO-2	To apply important concepts and theories in developing viable marketing strategies.	20%
CO-3	To analyze various factors that affects consumer buying behavior	30%
CO-4	To Assess how internal dynamics such as personality, perception, learning, motivation and attitude relate to the Choices consumers make.	30%