

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (Part-Time)

Year II (Semester: –IV) (W.E.F. Academic Year 2018-19)

Specialization: Marketing Management

Subject Name: Consumer Behavior (CB)

Subject Code: 3549911

Subject Credits: 3

Total Marks: 150

1. Learning Outcome:

- Familiarize the students with the behavioral aspects of consumers.
- Understand the internal forces, external influences and processes that go on to affect consumer behavior, 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.

3. Course Contents:

Module No.	Modules / Sub-Modules	No. of Sessions	70 Marks (External Evaluation)
I	Understanding the Consumer: Consumer Behavior 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	Consumer as an Individual - I: Consumer Motivation, Personality and Consumer Behavior, Consumer Perception	10	18
III	Consumer as an Individual - II: Consumer Learning, Consumer Attitude Formation and Change, Communication and Consumer Behavior.	10	18
IV	Socio-Cultural settings and Consumer Behavior: The Family and Social Class, Influence of Culture on Consumer Behavior, Cross-cultural Consumer Behavior. Consumer Decision Making: Consumers and the Diffusion of Innovation, Consumer Decision Making and Beyond	9	17
V	Practical: <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. Teaching Methods:

The course will use the following pedagogical tools:

- Lectures
- Case Discussions and Role Playing
- Audio-visual Material (Using CDs/Clippings/ online videos)
- Assignments and Presentations

5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following Elements:

A	Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation / Class test / Presentation on specific topic etc.	(Internal Assessment- 50 Marks)
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Schiffman, Kanuk and Ramesh Kumar	Consumer Behaviour	Pearson	Latest Edition
2	Loudon and Della Bitta	Consumer Behaviour	McGraw Hill	Latest Edition
3	MajumudarRamanuj	Consumer Behavior: Insights from Indian Market	PHI	Latest Edition
4	Hoyer, Maclnnis and Dasgupta	Consumer Behaviour	Biztantra	Latest Edition
5	Evans	Consumer Behaviour	Wiley	Latest Edition
6	Michael R. Solomon	Consumer Behaviour: Buying, Having and Being	Pearson	11 th
7	S. Ramesh Kumar	Consumer Behaviour: The Indian context (Text & Cases)	Pearson	2 nd
8	Lingquist Jay D	Consumer Behaviour	Cengage	Latest Edition
9	Blackwell and Engel	Consumer Behaviour	Cengage	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. List of Journals / Periodicals / Magazines / Newspapers, etc.

1. Brand Equity
2. www.afaqs.com
3. Journal of consumer Behavior
4. Indian Journal of Marketing