



**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**Syllabus for Master of Business Administration (Part Time), 4<sup>th</sup> Semester**  
**Specialization: Marketing Management**  
**Subject Name: Consumer Behaviour**  
**Subject Code: 5549921**

**1. Learning Outcomes:**

Learning Outcome Component	Learning Outcome (Learner will be able to)
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> <li>• <i>Critically</i> appreciate the complexities of consumer behaviour and its relevance to marketing practice.</li> <li>• <i>Compile</i> information about aspects of consumer behaviour to <i>formulate</i> specific marketing strategies and programs.</li> </ul>
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> <li>• <i>Assess</i> how internal dynamics such as personality, perception, learning, motivation and attitude relate to the choices consumers make.</li> <li>• <i>Examine</i> the use of the Internet, e-commerce, and information technology with respect to the changing consumer marketplace.</li> </ul>
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> <li>• <i>Explain</i> the importance of Culture, Subculture, Social Class, Reference Groups and Family Influences in Consumer Behaviour.</li> </ul>
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> <li>• <i>Articulate</i> key ethical and social responsibility concerns pertaining to a specific marketing strategy developed from the consideration of consumer behaviour</li> </ul>
Effective Communication (EC)	<ul style="list-style-type: none"> <li>• <i>Explain</i> marketing communication in relation to consumer behaviour for a specific brand.</li> </ul>
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> <li>• <i>Conduct</i> research to evaluate the behaviour of consumers and apply findings to marketing practice.</li> </ul>

**LO – PO Mapping: Correlation Levels:**

**1 = Slight (Low); 2 = Moderate (Medium); 3 = Substantial (High), “-“= no correlation**

Sub. Code: 5549921	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
LO1: <i>Critically</i> appreciate the complexities of consumer behaviour and its relevance to marketing practice.	3	2	2	-	1	1	1	1	3
LO2: <i>Compile</i> information about aspects of consumer behaviour to <i>formulate</i> specific marketing strategies and programs.	3	3	2	1	-	1	-	1	3
LO3: <i>Assess</i> how internal dynamics such as personality, perception, learning, motivation and attitude relate to the choices consumers make.	2	-	3	2	-	1	1	1	2
LO4: <i>Examine</i> the use of the Internet, e-commerce, and information technology with respect to the changing consumer marketplace.	1	2	1	2	3	1	-	2	1
LO5: <i>Explain</i> the importance of Culture, Subculture, Social	1	1	2	2	3	-	3	-	2



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Class, Reference Groups and Family Influences in Consumer Behaviour									
LO6: <i>Articulate</i> key ethical and social responsibility concerns pertaining to a specific marketing strategy developed from the consideration of consumer behaviour.	1	-	1	1	-	1	3	1	2
LO7: <i>Explain</i> marketing communication in relation to consumer behaviour for a specific brand.	1	1	1	3	1	-	2	1	1
LO8: <i>Conduct</i> research to evaluate the behaviour of consumers and apply findings to marketing practice.	2	-	2	3	-	3	-	1	1

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

**3. Course Contents:**

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



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	<ul style="list-style-type: none"> <li>• Consumerism</li> <li>• Brief overview of Neuromarketing</li> </ul>		
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 of their own organizations product</li> <li>• Students can study how the purchase process and stages of the organization buying decision making Process happens in their own organization</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:

<b>A</b>	<b>Internal Evaluation</b>	<b>(Internal Assessment- 50 Marks)</b>
	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	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



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