



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Master of Business Administration

Level: PG

Course / Subject Code: MB03092011

Course / Subject Name : Consumer Behaviour

w. e. f. Academic Year:	2025-2026
Semester:	3
Category of the Course:	Specialization Marketing (Major 1)

Prerequisite:	Any Graduate
Rationale:	Understanding consumers is at the heart of successful marketing. This subject helps students learn why consumers make certain choices—what they buy, how they decide, and what influences them. By drawing insights from marketing, psychology, and behavioral sciences, Consumer Behaviour helps in designing better products, messages, and experiences. It equips students to think from the consumer's perspective and make smarter marketing decisions.

Course Outcome:

After Completion of the Course, the Student will be able to:

No	Course Outcomes	RBT Level
01	Demonstrate a comprehensive understanding of consumer behaviour concerning Marketing, consumer decision-making process, technology, and satisfaction	Understand
02	Analyzing the internal dynamics of the consumer concerning motivation, perception, personality, lifestyle, and self-image	Analyze
03	Assess Consumer attitude formation and attitude change to learn about the consumer	Evaluate
04	Explain the importance of social-cultural settings and consumer behavior	Evaluate
05	Identify and implement with practical approach, how marketers are applying the various components and stages of the consumer decision-making process in their marketing process	Applying

*Revised Bloom's Taxonomy (RBT)

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
3	1	0	4	70	30	50	0	150



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Course Content:

Unit No.	Content	No. of Hours	Weightage
1.	Understanding the Consumer: Consumer Behaviour and the Marketing Concept Segmentation, Targeting, and Positioning Levels of consumer decision making Customer Value, Satisfaction, Trust, and Retention The Impact of New Technology on Marketing Ethics and Consumer behaviour	11	17
2.	Consumer as an Individual - I: Consumer Motivation Consumer Perception Personality and Self-image, Lifestyle	10	18
3.	Consumer as an Individual - II: Consumer Learning Consumer Attitude Formation Attitude Change	12	17
4.	Socio-Cultural Settings and Consumer Behaviour: Reference groups The Family and Social Class Influence of Culture on Consumer Behaviour Cross-cultural Consumer Behaviour. Diffusion of Innovation CBB models- Howard Sheth Model Consumerism Brief overview of Neuromarketing	12	18
5.	Practical: Students should conduct primary, qualitative, and/or 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	15	CEC (30 Marks)
Total		60	100

Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
10%	15%	20%	20%	20%	15%

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)



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Suggested case studies: (More cases may be taken up in addition to these)

- Swiggy
- Kellogg's Indian Experience
- Haldiram's

References/Suggested Learning Resources:

(a) Books:

No.	Author Name of the Book	Publisher Year of Publication/Edition
1	Leslie Lazar Kanuk, S.	Consumer Behaviour Pearson 2014 / 11th
2	Leon G. Schiffman, Joe Wisenblit, S. Ramesh Kumar	Consumer Behaviour Pearson 2018 / 12th
3	S. Ramesh Kumar	Consumer Behaviour: The Indian Context (Concepts and Cases) Pearson 2017 / 2nd
4	S. Ramesh Kumar	Case Studies in Consumer Behavior, Pearson 2014 / 1 st Edition
5	Michael R. Solomon	Consumer Behaviour: Buying, Having and Being, Pearson 2016 / 12th
6	David Loudon, A. J. Della Bitta	Consumer Behaviour: Concepts and Applications, McGraw Hill Latest Edition

(b) Websites and Journals:

- Brand Equity
- www.afaqs.com
- Journal of Consumer Behaviour
- Indian Journal of Marketing
- www.consumerpsychologist.com
- www.marketingweek.com

CO- PO Mapping:

Semester 3	Consumer Behaviour				
CO	PO1	PO2	PO3	PO4	PO5
CO1	3	2		1	1
CO2	3	3	1	2	2
CO3	3	3	1	2	2
CO4	3	2	1	2	2
CO5	3	3	2	3	2
Average	3	2.6	1.4	2.2	1.8

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.
