

 SANKALCHAND PATEL UNIVERSITY ॥ अद्यतो ज्ञानजिज्ञासा ॥	Faculty of Management Studies Master of Business Administration (Integrated) (Sem - V) In Effect from Academic Year 2023-24
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Branch Name:	MANAGEMENT (Marketing Management)
Program Code:	MS301
Course Name:	Consumer Behaviour
Course Code:	2MS3010551T
Pre-requisite Course:	Commerce & Trade, Business. Forms of Business, Economics, Industry

Course Objectives:

- 1) To understand consumer behaviour in an informed and systematic way.
- 2) To analyse personal, socio-cultural, and environmental dimensions that influence consumer decisions making.
- 3) To enable students in designing and evaluating the marketing strategies based on fundamentals of consumer buying behaviour.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	60	40	-	-	100

Subject Contents:

Sr. No.	Topic	Total Hours	Weightage (%)
1	Dynamics of Consumer Behaviour: Consumer Behaviour and the Marketing Concept, Contributing disciplines and area like psychology, social psychology, economics, anthropology etc. Customer Value, Satisfaction, Trust and Retention, The Impact of New Technology on Marketing, Market Segmentation and Strategic Targeting	10	20%
2	Understanding of Consumer Psychology: Consumer Motivation, Theories of Personality and Consumer Behaviour, Consumer Perception	10	20%
3	Understanding of Consumer Psychology: Consumer Learning Patterns and Behaviour, Consumer Attitude Formation and Change, Communication with Consumers: Persuading Consumers, From Traditional to Contemporary media, Role of indirect communication	10	20%
4	Consumer and Socio-Cultural settings: The Family and Social Class, Influence of Culture on Consumer Behaviour, Cross-cultural Consumer Behaviour Consumer Decision Making: Consumers and the Diffusion of Innovation, Consumption to Satisfaction, Consumer Decision Making Process & Models	10	20%
5	Contemporary Issues: Consumers in era of Social media influence Generation Z as Consumers Artificial Intelligence and consumers Ecommerce and India consumers	08	20%

Text Books:

Sr. No.	Books
1	Consumer Behavior; By Schiffman, Wisenblit, Kumar; Pearson Education

Reference Books:

Sr. No.	Books
1	Consumer Behavior: A South Asian Perspective; Babin, Harris, Mohan, Cengage Learning
2	Consumer Behavior: Insight from Indian Market; By RamanujMazmudar, PHI
3	Consumer Behavior; By Loudon, Della Bitta; Tata McGraw Hill

List of Open Source Software/learning website:

1. “Management Concepts and Applications/Management” available on
2. https://en.wikibooks.org/wiki/Management_Concepts_and_Applications/Management
3. <http://www.managementconcepts.com/>
4. http://www.managementstudyguide.com/planning_function.htm

LAB/Practical

1. Students should be taken to Industrial Visit to understand management process
2. Expert talk from Managers can be arranged for students to understand Manager’s role

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom’s Taxonomy Level
CLO1	To identify the major influences in consumer behavior	1 Remember, 2 Understanding,
CLO2	To distinguish between different consumer behavior influences and their relationships	4 Analyze, 5 Evaluate
CLO3	To establish the relevance of consumer behavior theories and concepts to marketing decisions	3 Apply
CLO4	To Implement appropriate combinations of theories and concepts	3 Apply, 5 Evaluate
CLO5	To recognize social and ethical implications of marketing actions on consumer behavior	4, 5 Evaluate, Analyze
CLO6	Use most appropriate techniques to apply market solutions	6 Creating

Mapping of CLOs with Pos & PSOs

Course Learning Outcomes	Program Outcomes (POs)								Program Specific Outcomes (PSOs)	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CLO1	H	H							M	
CLO2	H	H	H	M						
CLO3	H		H						M	
CLO4						M	M			M
CLO5		H		H	H					H
CLO6					H			H		

H: High, M: Medium, L: Low
