C. U. SHAH UNIVERSITY, Wadhwan City

FACULTY OF MANAGEMENT STUDIES

MASTER OF BUSINESS ADMINISTRATION (MBA)

SEMESTER III (THREE)   **CODE 5MS03CBR1**

Name of Subject Consumer Behaviour

Teaching & Evaluation Scheme

Teaching Scheme (Hours)				Evaluation Scheme (Marks)		
Th	**Tu**	**P**	**Total**	**Sessional**	**University**	**Total**
4	0	0	4	30	70	100

Objectives

1. Familiarize the students with the Behavioural aspects of Consumers.

2. To understand the internal forces, external influences and processes that go on to affect Consumer Behaviour, the challenges generated for the marketers and the strategies which could be implemented.

Prerequisites   Basic knowledge of Organizational Behaviour and Marketing Management

Course outline

Sr No.	Course Content	No. of hours
I	Understanding the Consumer**:** Consumer Behaviour 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.	15
II	Consumer as an Individual: Consumer Motivation , Personality and Consumer Behavior, Consumer Perception	15
III	Consumer as an Individual**:** Consumer Learning, Consumer Attitude Formation and Change	15

IV	Socio-Cultural settings and Consumer Behaviour: The Family and Social Class, Influence of Culture on Consumer Behaviour, Consumers and the Diffusion of Innovation	15
Total Hours		60

Learning Outcomes

Theoretical Outcomes   Understanding the behavioral aspects of Consumer.

Practical Outcomes   Helps to Prepare the strategies, Plans and Programs for an organization in respect of their consumers

Teaching & Learning Methodology

- Lectures

- Case Studies

- Class Participation

Books Recommended
1. **'Consumer Behaviour'**, *Schiffman, Kanuk and Ramesh Kumar,* Pearson.
2. **'Consumer Behaviour'**, *Loudon and Della Bitta*, Tata McGraw Hill.

E-Resources
1. www.en.wikipedia.org/wiki/Consumer_behaviour
2. www.managementstudyguide.com/what is-consumer-behaviour.html