



C.U.SHAH UNIVERSITY, Wadhawancity

FACULTY OF COMMERCE

DEPARTMENT OF MASTER OF COMMERCE (M.COM)

SEMESTER III (Three)

CODE 5MC03CBE1

Name of Subject Consumer Behaviour

Teaching & Evaluation Scheme

Teaching Scheme(Hours)				Evaluation Scheme(Marks)		
Theory	Tutorial	Practical	Total	Sessional Exam	University Exam	Total
4	0	0	4	30	70	100

Objective

This course helps students develop basic understanding of the concepts and theories of consumer and industrial buyer behaviour, and their applications in marketing decision making.

Prerequisite

Basic Knowledge about marketing concept

Course outline:-

Sr. No.	Course Contents	Number of Hours
1	Consumer Behaviour Theory and its Application to Marketing Strategy, Consumer buying process; Extensive, limited and routine problem solving behaviours.	06
2	Internal Determinants of Consumer Behaviour Needs, motivation and involvement; Information processing and consumer perception; Learning; Attitudes and attitude change; Personality; Psychographs; Values and life style. External Determinants of Buying Behaviour: Family and household influences; Reference groups and social class; Influence of culture; Sub-cultural aspects of consumer	08



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	behaviour.	
3	Opinion Leadership and Innovation Diffusion Opinion leadership - process, measurement, profile; Opinion leadership and firm's promotional strategy; Innovation diffusion and adaptation process; Innovator as opinion leader.	11
4	Models of Consumer and Industrial Buying Behaviour Concept of economic man, passive man, cognitive man and emotional man; Models of consumer decision making; Industrial buying behaviour and models.	11
5	Cross Cultural Consumer and Industrial Buying Behaviour Globalization of consumer markets and marketing implications; Impact of information technology on consumer behaviour.	09
	Total	45

Learning Outcomes

Theoretical Outcomes: It is useful to know different Statistical tools

Practical Outcomes: It is useful to solve business problem & also for the research work

Teaching & Learning Methodology

- Power Point Presentation,
- Case studies,
- Assignments.

Books Recommended

1. 'Consumer Behaviour and Marketing', Assael, H., South Western Publishing Co., Ohio.
2. 'Consumer Behaviour', Bennett, P.D. and H.H Kassarijion, Prentice Hall, New Delhi.
3. 'Essentials of Consumer Behaviour', Block and Roering, Dryden Press, Chicago

E-Resources:

1. http://www.vutube.edu.pk/index.php?option=com_hwdvideoshare&Itemid=0&task=search
2. http://www.mindtools.com/public_search.php?format2=builtin-long&sort2=score&method2=and&words=marketing+management