



# C. U. SHAH UNIVERSITY – WADHWAN CITY



## FACULTY OF MANAGEMENT STUDIES BACHELOR OF BUSINESS ADMINISTRATION (BBA)

**SEMESTER V (FIVE)**

**CODE 4MS05CBH1**

**Name of Subject** Consumer Behaviour

**Teaching & Evaluation Scheme**

Teaching Hours / Week				Evaluation Scheme (Marks)		
Th	Tu	P	Total	Sessional Exam	University Exam	Total
04	0	0	04	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 The Impact of New Technology on Marketing Market Segmentation and Strategic Targeting.	15
II	Consumer as an Individual: Consumer Motivation , Personality and Consumer Behavior, Consumer Perception	15
III	Introduction to Consumer as an Individual: Consumer Learning, Consumer Attitude Formation and Change	15
IV	Introduction to Socio-Cultural settings and Consumer Behaviour: The Family and Social Class, Influence of Culture on Consumer Behaviour	15
<b>Total Hours</b>		<b>60</b>

### 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](http://www.en.wikipedia.org/wiki/Consumer_behaviour)
2. [www.managementstudyguide.com/what-is-consumer-behaviour.html](http://www.managementstudyguide.com/what-is-consumer-behaviour.html)