

Department of Business Management
Sankalchand Patel College of Engineering, Visnagar
Course Outline, Schedule and Evaluation scheme
Consumer Behavior, Semester-III, Batch-2008-10

Date: 11-07-2009

SUBJECT : Consumer Behavior

FACULTY : Mr. P. R. Trivedi.

OBJECTIVE:

The basic objective of this course is developing an understanding about the consumer dynamics, consumer decision making process and its application in marketing function of firms.

CONTENTS:

Consumer behaviour as a marketing discipline and its use in strategic planning.
Consumer behaviour and market segmentation.

Consumer as an individual: Theories of personality traits and their implications, consumer needs and motivations, consumer psychographics, consumer perception and attitudes. Theories of learning, motivational research and communication. .

Consumer in their social & Cultural setting: Group dynamics, reference groups and consumer behaviour. Influence of family and social class. Relevance of cultural sub cultural and cross-cultural aspects to consumer behaviour.

Decision making process: Opinion leadership and its dynamics, diffusion of innovations.

Models of Buyer behaviour: Economic models, Decision process models, stochastic models, and organizational buying behaviour. Also includes issues in consumer behaviour research, contemporary issues in consumer behaviour.

PEDAGOGY:

The pedagogy for this course will consists of classroom teaching along with practical exercises which includes observation research at marketplace. The main emphasize in this subject would be on understanding the consumer dynamics, which mainly requires the live examples. The subject would be taken in consideration with Indian context only.

Students would have to come prepare with the real life examples of Indian market setting, for that they would be guided for how to incorporate the observational research.

TEXT BOOK FOR READING:

1) Consumer Behavior

By **Leon G. Schiffman & Leslie Lazar Kanuk.**

Ninth Edition, Pearson Education Publication.

REFERENCE BOOKS : 1) Conceptual Issues in Consumer Behavior
By **S. Ramesh Kumar**, Pearson Education Publication.
2) Understanding Consumers
By **Parameshwaran M. G.**, Tata McGraw Hill Publication.

OTHER READING MATERIALS: 1) Indian Journal of Marketing
2) ICFAI Journal of Consumer Behavior
3) 4 Ps – Magazine
4) Business World - Magazine

EVALUATION SCHEME : MID – SEM. EXAMINATION - 30%
QUIZZES - 20%
CLASS PARTICIPATION /ATTENDANCE - 10%
END – SEMESTER EXAMINATION* - 40 %

SESSION SCHEDULE – CONSUMER BEHAVIOR

SESSIONS	TOPICS
1	Consumer Behavior – origin & applications
1	Consumer Research
2	Market Segmentation
22	Consumer as an Individual – Motivation, Personality, Learning, Attitude, Communication
6	Consumers in social & cultural settings – Reference groups & family influences Social class & consumer behavior Cultural & sub culture influences Cross-culture behavior
3	Consumer Decision Making – Consumer influence & diffusion of innovations

*End-semester examination will be conducted by the university and will cover full syllabus.