

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
Semester: VIII
Syllabus with effect from: June-2014
(Batch-2011)

Paper Code: UM08EBBI02	Total Credit: 3
Title Of Paper: Consumer Behaviour - II	

Unit	Description in Detail	Weightage (%)
I	Communication and Consumer Behavior Introduction, Components of communication, Message structure and presentation	25%
II	Influence of Reference Group & Social Class Introduction, Understanding the Power of Reference Group, Consumer related Reference Groups, Family Decision making and Consumption related Roles, An Overview of Social Class, Measurement of Social Class, Consumer Behavior Applications of Social Class.	25%
III	Influence of Culture, Subculture & Cross Cultural Consumer Behavior Define Culture, Subculture & Cross Culture, Measurement of Culture, Types of Subculture, Cross Cultural Consumer Analysis	25%
IV	Consumer's Decision Making The Decision Making Process, Traditional Models of Consumer Decision Making : (Economic Model, Learning Model, Psychoanalytic Model, Sociological Model) Modern Models : Howard Seth Model, Nicosia Model, EKB & EBM Model	25%

Basic Text & Reference Books:-

- Consumer Behavior, Ninth edition: Leon G. Schiffman & Leslie Lazar Kanuk, By Pearson Education.
- Consumer Behaviour Insights from Indian Market: RamanujMajumdar, By PHI Learning Private Limited-New Delhi 2011
- Consumer Behavior By Dr. S L Gupta & Sumitra Pal, Sultan Chand & Sons.

