

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: VII
Syllabus with effect from: November/December-2013
(Batch-2010)

Paper Code: UM07EBBI02	Total Credit:4
Title Of Paper: Consumer Behaviour-I	

Unit	Description in detail	Weighting (%)
I	Understanding Consumer Behaviour Introduction, Development of the Marketing concept, Need for understanding Consumer Behaviour, Changing pattern of Indian Consumer Behaviour, Factors influencing Consumer Behaviour, consumer decision process, Model of consumer Behaviour	25%
II	Consumer Research & Market Segmentation Different Patterns of Consumer Research (Quantitative & Qualitative research), Consumer Research Process. Define Market Segmentation, Bases of Market Segmentation, Criteria for Effective Market Segments	25%
III	Consumer Motivation, Perception & Personality The Concept of Motivation, Theories of Motivation (Maslow's & McGuire's Theory of Motivation), Dynamics of Motivation, Introduction, Elements of Perception, Dynamics of Perception, Definition, Theories of Personality (Freudian Theory, Neo-Freudian Theory & Trait Theory)	25%
IV	Consumer Learning, Belief & Attitude Introduction, Elements of Consumer Learning, Theories of Learning (Behavioral & Cognitive learning Theory). Characteristics of Attitude, Functions of Attitude, Attitude Formation Model (Tri-component Attitude Model) Popular Consumer Beliefs & Consumer Feelings.	25%
V	Tutorial (25 Marks) Students in a group of THREE will prepare a Research Report on comparative Study of Consumers on their Buying FMCG Product. (Shampoo, Cleaning Material, Soaps, Wafers & Similar Products, Biscuits, Deodorants, Face Wash, Cold Beverages, Hot Beverages, Detergent Powder, Chocolates, Body Lotions & Fairness Cream, Cooking Oil) in Mega Stores like D Mart, Big Bazaar, Spencer's. Journal shall be evaluated by the concerned teacher.	

Basic Text & Reference Books:-

- Consumer Behaviour, Ninth edition: Leon G. Schiffman & leslie Lazar Kanuk, By Pearson Education.
- CONSUMER BEHAVIOUR Insights from Indian Market: Ramanuj Majumdar, By PHI Learning Private Limited-New Delhi 2011

