



**M.B.A. Semester III**  
**MARKETING SPECIALISATION**

**PM03EMBA24: CONSUMER BEHAVIOUR**

<b>Course Code</b>	<b>PM03EMBA24</b>	<b>Title of the Course</b>	<b>Consumer Behaviour</b>
Total Credits of the Course	04	Hours per Week	04

Course Objectives:	<ul style="list-style-type: none"><li>• To explain concepts of consumer and consumer behaviour.</li><li>• To understand the critical factors influencing consumers in changing marketplace.</li><li>• To understand concepts, theories and models of the consumer decision-making process.</li></ul>
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<b>Course Content: 30 sessions</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage (%)</b>
1.	Consumers, Marketers, and Technology: Consumer Behavior and Technology; Market Segmentation and Real-Time Bidding	25%
2.	The Consumer as an Individual: Consumer Motivation and Personality; Consumer Perception and Positioning; Consumer Learning; Consumer Attitude Formation and Change	25%
3.	Communication and Consumer Behavior: Persuading Consumers; From Print and Broadcast to Social Media and Mobile Advertising; Reference Groups and Communities, Opinion Leaders, and Word-of-Mouth	25%
4.	Social and Cultural Settings: The Family and It's Social Standing; Cultural Values and Consumer Behavior; Subcultures and Consumer Behavior; Cross-Cultural Consumer Behavior: An International Perspective. Consumer Decision-Making, Marketing Ethics, and Consumer Research: Consumer Decision-Making and Diffusion of Innovations; Marketers' Ethics and Social Responsibility; Consumer Research	25%



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Teaching-Learning Methodology	Case Studies, Question Answers, Interactive classroom discussions, Problem Solving Activities and Project-Based Learning.
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**Evaluation Pattern**

Sr. No.	Details of the Evaluation	Weightage
1.	Mid Semester Examination	30%
2.	Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance	30%
3.	End Semester Examination	40%

**Course Outcomes: Having completed this course, students will be able to**

1.	Apply the concepts of consumer and consumer behavior in a real-time market.
2.	Analyse factors impacting consumer as an individual and develop better marketing strategies.
3.	Interpret various consumer social and cultural setting and implement in tapping market opportunities.
4.	Analyse the effect of the consumer decision-making process and apply findings to marketing practice.
5.	Enhance employability.

**Suggested References:**

Sr. No.	References
1.	Schiffman, Wisenblit and Kumar, Consumer Behaviour, Pearson, Latest Edition.
2.	Loudon and Bitta, Consumer Behaviour, Concepts and Applications, TMH, Latest Edition.



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3.	Peter, J.P. and Olson, Consumer Behaviour and Marketing Strategy, TMH, Latest Edition.
4.	Majumudar Ramanuj, Consumer Behavior – Insights from Indian Market PHI, 2 <sup>nd</sup> Edition
5.	Blackwell and Engel, Consumer Behavior, Cengage Publication, Indian Edition.

<b>Online Resources</b>
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<p><a href="https://brandequity.economictimes.indiatimes.com/">https://brandequity.economictimes.indiatimes.com/</a> <a href="http://www.afaqs.com">www.afaqs.com</a> <a href="https://onlinelibrary.wiley.com/journal/14791838">https://onlinelibrary.wiley.com/journal/14791838</a> <a href="http://indianjournalofmarketing.com/">http://indianjournalofmarketing.com/</a> <a href="http://www.consumerpsychologist.com">www.consumerpsychologist.com</a> <a href="http://www.marketingweek.com">www.marketingweek.com</a> <a href="https://nptel.ac.in/course.html">https://nptel.ac.in/course.html</a></p>
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