

SARDAR PATEL UNIVERSITY
Programme: MCOM
Semester: IV
Syllabus with effect from: DECEMBER 2014

Course Code: PB04ECOM02	Total Credits: 5
Course Title: Consumer Behaviour	

Unit	Description in detail	Weightage (%)
1	Consumer Behaviour & Market segmentation: Concept of Consumer Behaviour What is Market Segmentation? Market Segmentation and Product Differentiation Benefits of Market Segmentation Cost of Market Segmentation Requisites of Sound Marketing Segmentation	25 %
2	Consumer Attitudes and Consumer Behaviour: Concept of Attitude Characteristics of an attitude Functions of Attitude Sources of Attitude Development Structure of Attitude and Structural Models	25 %
3	Group Influences on Consumer Behaviour: Reference Group Influences Family Buying Influences Family Lifecycle Buying Influences Socio-Cultural Influences	25 %
4	Consumer Satisfaction and Consumer Behaviour: Concept Factors Influencing Customer Satisfaction Measurement of Customer Satisfaction Types of Information and Feed-back Methods of Measurement Measures of Customer Satisfaction Sources of Customer Dissatisfaction Ways of Enhancing Satisfaction	25 %

Basic Text & Reference Books:

- Vyas Shyam Babu, Consumer Behaviour.
- Sontakki C.N.: Consumer Behaviour.
- Schiffman and Leslie Azar Kanuk, Consumer Behaviour, Prentice Hall of India Pvt. Ltd., New Delhi.
- Loudon D. L. and Della Bitta A. J., Consumer Behaviour – Concepts and Applications, 1984, McGraw Hill.

