### Veer Narmad South Gujarat University

#### MSE-3: 603 – Consumer Behaviour (Marketing Elective Group)

###### Third Year BBA(Semester6) With Effect from A.Y.2021-22

Objective of the course:

1. To orient the students with consumer behaviour and itsdeterminants.
2. To understand consumer decisions and its determiningfactors.

Teaching Pedagogy:

Lectures, Role Plays, Case Studies from real business worlds, Presentations, Quizzes, Group Activity, Mini Project work

**Course Content:**

**Unit 1 Introduction to Consumer Behaviour (20%)**

Nature and scope of consumer behavior, Consumer Decision Making: four views of consumer decision making Economic man, Cognitive man, Emotional man, Passive man Consumer Decision process, Factors influencing consumer decision making process, Comprehensive models of consumer decision making: Nicosia Model, Howard-Sheth model, Engel-Kollat-Blackwell model Sheth’s Family decision making model.

Unit 2: Consumer Learning (20%)

Element of learning process, Types of Learning Process, Classical Conditioning Theory, Operant / Instrumental Conditioning Theory, Cognitive Dissonance Theory, Consumer Memory

Unit 3: Consumer Attitudes Models (20%)

What are attitudes, Attitude formation, Tri-component attitude model, Multi-attribute model

Unit 4: Social Class and Culture (20%)

* + Meaning of Social Stratification and Social Class, Nature of Social Class Influences, Social Class Characteristics, Social Influence on ConsumerBehaviour
	+ Culture (Definitions and Meanings) -Traditional and Changing Indian Values, Sub Culture, Cross Cultural MarketingAnalysis

Unit 5: Diffusion of Innovation (20%)

Diffusion of Innovations: The diffusion process, the adoption process, a profile of the consumer innovator.

SuggestedReadings:

1. *Leon G. Schiffman& Leslie Lazar Kanuk: Consumer Behavior, PearsonPHI.*
2. *Batra&Kazmi, Consumer Behavior, ExcelBooks.*
3. *Hawkins, Best &Concy, Consumer Behaviour, Tata McGrawHill.*
4. *Peter. D. Bennett Harold H. Kassarjian: Consumer Behaviour(PHI).*
5. *Srivastava, Khandoi, Consumer Behaviour, Galgotiapublications.*
6. *M.S.Raju& Dominique. Xardel, Consumer Behaviour, VikasPublications.*
7. *Loudon & Della Bitta, Consumer Behavior, Tata McGrawHill,*
8. *Soloman, Consumer Behaviour: Buying, Having and Being, Pearson /PHI.*
9. *Kardes, F.R. Consumer Behaviour and managerial Decision making,Pearson*
10. *Nair – Consumer Behaviour and Marketing Research ,Himalaya*