

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme		Master of Business Administration			Branch/Spec		Entrepreneurship		
Semester		III			Version		1.0.0.0		
Effective from Academic Year			2020-21		Effective for the batch Admitted in				June 2020
Subject code		IIIA05CBE		Subject Name		CONSUMER BEHAVIOUR FOR ENTREPRENEURS			
Teaching scheme					Examination scheme (Marks)				
(Per week)	Lecture (DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	4	0	0		4	Theory	60	40	100
Hours	4	0	0		4	Practical			
Pre-requisites:									
Learning Outcome:									
Course Outcome:									
<ul style="list-style-type: none"> IIIA05CBE.CO1: Understand the fundamental concepts of consumer behaviour and its relevance to marketing strategy, segmentation, and consumer decision-making. IIIA05CBE.CO2: Apply motivational, perceptual, and personality theories to analyze factors influencing consumer needs, attitudes, and brand choices. IIIA05CBE.CO3: Analyze cultural, social, and psychological determinants of consumer behaviour in diverse markets, including lifestyle, subcultures, and social class. IIIA05CBE.CO4: Evaluate the ethical, societal, and policy implications of marketing practices affecting consumer materialism, persuasion, and well-being. 									
Theory syllabus									
Unit	Content								Hr
1	Introduction to Consumer Behaviour; Consumer Behaviour and marketing Strategy, Methods of consumer research, Applications of consumer behaviour knowledge in marketing. Contributing disciplines and area like psychology, social psychology, economics, anthropology etc. Diversity of consumers and their behaviors. Profiling the consumer and understanding their needs. Segmentation, Consumer Decision making process and decision making roles Information Search Process; Evaluative criteria and decision rules. Are consumers Rational or emotional. Involvement theory and applications								15
2	Consumer needs theories of Motivation and their applications. Process theories and content theories. Personality and self-concept. Theories of personality. Trait theory and measurement. Motivational Research. Perception. Thresholds of perception, Subliminal perception, Perceptual process dynamics. Positioning methods and measurement. Perceptual mapping methods, multi-dimensional scaling. Consumer imagery								12
3	Learning theories and their applications, Brand loyalty, Brand extensions. Conditioning theories, Cognitive learning theories. Attitudes and Attitude Change; Concept and measurement of attitudes. Strategies of attitude change. Attribution theory and Cognitive dissonance. Persuasion and persuasibility.								11
4	Self-Concept. Concept of Multiple Selves. Development of the self. Image Congruence Assumptions. Social Comparison theory. Self-esteem. Body image and body esteem. Fashion, Cosmetics and Conspicuous consumption. Psychographics and Lifestyle; Reference Group Influence; Theory of reference group and applications. Endorsements and reference group influence. Culture, the concept meaning and measurement Content analysis. Values and beliefs, Rituals, Customs, Tradition, Symbol and influence in consumption. Consumer learning of culture. Consumer Socialization. Semiotics. Subcultures and Cross Cultural issues in marketing.								12

5	Family, family life cycle and decision-making. Social Class. The concept and measurement. Mobility among social classes. Prestige products and status. Diffusion of Innovation and Opinion Leadership. Marketing, consumer behaviour and society. Consumption and persuasion-Issues of manipulation and long term impacts on society and children. Consumer materialism. Consumer behaviour knowledge for public policy.	10
Practical content		
Text Books		
1.	Consumer behaviour -Schickman Kanuk	
Reference Books		
1	Consumer market demographics in India - Edited by S.L.Rao	
2	Consumer behaviour –Walker	
3	Understanding your customer -R.Woodruff and S.F.Gardial	
4	Consumer behaviour -Davis Loudon ,Albert Della Bitta	
5	Consumer Behaviour – Hawkins, Best, Coney – TMH, 9/e, 2004	
6	Consumer Behaviour – Leon Schiffman, Leslie Lazar Kanuk – Pearson / PHI, 8/e	
7	Consumer Behaviour In Indian Perspective – Suja Nair – Himalaya Publishers, 2004	
8	Customer Behaviour – A Managerial Perspective – Sheth, Mittal – Thomson,	
9	Conceptual Issues In Consumer Behaviour Indian Context – S Ramesh Kumar– Pearson,	
10	Cross cultural marketing – Robert Rugimbana and Sonny Nwankwo	
11	Customer Relationship Management – Peeru Ahmed & Sagadevan – Vikas Publishing	
12	Consumer Behaviour - J.Paul Peter	

Note: Version 1.0.0.0 (First Digit= New syllabus/Revision in Full Syllabus, Second Digit=Revision in Teaching Scheme, Third Digit=Revision in Exam Scheme, Fourth Digit= Content Revision) L=Lecture, TU=Tutorial, P= Practical/Lab., TW= Term work, DT= Direct Teaching, Lab.= Laboratory work

CE= Continuous Evaluation, SEE= Semester End Examination

Semester 3: Course Name: IIIA05CBE CONSUMER BEHAVIOUR FOR ENTREPRENEURS							
Course outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7
IIIA05CBE.CO1	3	2	2	1	3	3	3
IIIA05CBE.CO2	2	3	2	2	1	3	3
IIIA05CBE.CO3	1	3	3	3	2	2	2
IIIA05CBE.CO4	0	1	3	3	2	2	2

Semester 3: Course Name: IIIA05CBE CONSUMER BEHAVIOUR FOR ENTREPRENEURS			
Name of CO	PSO - 1	PSO - 2	PSO - 3
IIIA05CBE.CO1	1	2	3
IIIA05CBE.CO2	2	1	3
IIIA05CBE.CO3	3	2	2
IIIA05CBE.CO4	3	3	2