

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme		Master of Business Administration				Branch/Spec.	Marketing/ International Business		
Semester		III				Version	1.0.0.1		
Effective from <i>Academic Year</i>			2021-22			Effective for the batch Admitted in			June 2020
Subject code		2IIIA07CBE		Subject Name		CONSUMER BEHAVIOUR IN THE DIGITAL AGE			
Teaching scheme					Examination scheme (Marks)				
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	4	0	0	0	4	Theory	60	40	100
Hours	4	0	0	0	4	Practical	-	-	-
Pre-requisites:									
Objectives									
The basic objective of this course <i>is</i> developing an understanding about the consumer decision-making process and its application in marketing function of firms, in offline and online environment.									
Learning Outcome:									
<p>2IIIA07CBE.CO1: Understand the fundamental concepts, models, and factors influencing consumer behaviour, with an emphasis on digital natives and their decision-making process.</p> <p>2IIIA07CBE.CO2: Apply individual determinants — perception, personality, attitude, learning, and motivation — to understand digital natives’ behaviour in online and social media contexts.</p> <p>2IIIA07CBE.CO3: Analyze the influence of culture, social class, reference groups, and family on consumer behaviour, and apply psychographic and eWOM insights to understand consumer decision-making.</p> <p>2IIIA07CBE.CO4: Examine the role of opinion leadership, brand and online communities, and innovation diffusion in shaping consumer behaviour, and evaluate their impact on luxury, B2B, and digital marketing strategies.</p>									
Theory syllabus									
Unit	Content								Hrs
1	Nature and scope of consumer behavior, the application of consumer behavior principles to strategic marketing, Digital natives and Consumer behaviour, Digital natives’ characteristics, 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, Information processing & digital natives.								15
2	Individual determinants of behavior: Personality, Perception, Perception of digital natives, Effect of digital advertising on perception, Attitudes (Structural models of attitudes: Tri-component attitude model, multi attribute model, the measurement of attitudes-scaling techniques and projective techniques), learning, Learning of Digital natives, Motivation, online consumer motivation, Digital, Social Media & Mobile: integration of media, influence and digital natives.								15
3	Group influence (the influence of Culture & subculture, Regional culture, Characteristics of Culture, The measurement of culture, Consumer Culture Theory, Cross-culture), Social Class: The measurement of social class, reference group and family, Family life Cycle (FLC), Lifestyle profiles of the social class (AIO								15

	& VALS), Consumer Psychographics: Constructing a psychographic inventory, application of psychographic analysis, WOM & eWOM: Sources & communication.	
4	Opinion Leadership Process: Measurement of opinion leadership, Brand communities & Online communities, Consumer Research, Diffusion of Innovations: The diffusion process, the adoption process, A profile of the consumer innovator. Luxury and Consumer behaviour: Digital natives & luxury brands, Consumer Behavior Applications for Profit and Not - For - Profit organization, Marketing 4.0 & B2B consumption behaviour.	15
Practical content		
Text Books		
1	Leon G. Schiffman & Leslie Lazar Kanuk: Consumer Behavior, Pearson PHI.	
Reference Books		
1	Leon G. Schiffman & Leslie Lazar Kanuk: Consumer Behavior, Pearson PHI.	
2	Varsha Jain, Jagdish Sheth & Don E. Schultz: Consumer behaviour- A digital native, Pearson IN.	
3	Hawkins, Best & Concy, Consumer Behaviour, Tata McGraw Hill.	
4	Peter. D. Bennett Harold H. Kassarian: Consumer Behaviour (PHI).	
5	Srivastava, Khandoi, Consumer Behaviour, Galgotia publications.	
6	M.S.Raju & Dominique. Xardel, Consumer Behaviour, Vikas Publications.	
7	Loudon & Della Bitta, Consumer Behavior, Tata McGraw Hill,	
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.	
11	H.Assael, Consumer Behavior, Biztantra.	
12	Jain & Bhatt, Consumer Behaviour, S. Chand.	
13	Alok,Sinha & Sharma, Customer Relationship Management, Biztantra.	
14	Rob Stokes, eMarketing: The essential guide to marketing in a digital world, Quirk eMarketing (Pty) Ltd.	

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, Forth 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

Mapping of CO with PO and PSO:

Semester 3: Course Name: 2IIIA07CBE CONSUMER BEHAVIOUR IN THE DIGITAL AGE							
Course outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2IIIA07CBE.CO1	3	2	0	2	2	0	1
2IIIA07CBE.CO2	2	3	2	2	0	0	1
2IIIA07CBE.CO3	3	2	0	2	2	1	2
2IIIA07CBE.CO4	2	2	2	0	2	2	3

Semester 3: Course Name:2IIIA07CBE CONSUMER BEHAVIOUR IN THE DIGITAL AGE			
Course outcomes	PSO1	PSO2	PSO3
2IIIA07CBE.CO1	2	1	3
2IIIA07CBE.CO2	1	2	2
2IIIA07CBE.CO3	3	1	2
2IIIA07CBE.CO4	1	3	2