

**Veer Narmad South Gujarat University**  
**Bachelor of Business Administration**  
**Year – III (Semester – V) (W.E.F. A.Y.2021-22)**

**Subject Name: Consumer Behaviour**  
**(Marketing Elective Group)**  
**Subject Code: MSE-3 603**

**Objective of the course:**

- To orient the students with consumer behaviour and its determinants.
- To understand consumer decisions and its determining factors.

**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 Consumer Behaviour
- Culture (Definitions and Meanings) -Traditional and Changing Indian Values, Sub Culture, Cross Cultural Marketing Analysis

## Unit 5: Diffusion of Innovation

(20%)

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

### Suggested Readings:

1. *Leon G. Schiffman & Leslie Lazar Kanuk: Consumer Behavior, Pearson PHI.*
2. *Batra & Kazmi, Consumer Behavior, Excel Books.*
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*