

**GUJARAT UNIVERSITY**  
**K. S. SCHOOL OF BUSINESS MANAGEMENT**  
**[Five Years' (Full-time) M.B.A. Integrated Degree Course]**  
**Fifth Year M.B.A. (SEM – IX)**  
**KS\_M\_M\_53**  
**Consumer Behavior (Marketing Elective)**

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**3 credit course**

**Objective:**

The Objective of the course is to familiarize the student with the behavioral aspect of consumer. As the environment is dynamic, there is multiple internal force and external influences which affect the behavior of consumers. All this present challenges for the market and therefore generates strategies to deal with consumer behavior.

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**MODULE - 1 Introduction to Consumer behaviour. [20%]**

**Consumer decision making**

Levels of Consumer decision making, Model of Consumer Decision Making Process

**Consumer Research**

Consumer Research process, Collection of Secondary Data and Primary Qualitative Data.

**Market Segmentation**

Bases for Segmentation, Criteria For effective targeting of market segment, Implementing segmentation Strategies.

**MODULE - 2 Consumer as an individual-1 [20%]**

**Consumer Motivation**

Motivation as a Psychological force, Dynamics of motivation, Types and System of Need, Measurement of Motives.

**Personality and Consumer Behavior**

Theories of Personality, personality and Consumer Diversity, brand Personality and self, self-image and Virtual Self.

**Consumer Perception**

Elements and dynamic of perception, consumer imagery.

**MODULE - 3 Consumer as an Individual-2 [20%]**

**Consumer Learning**

Elements of learning, Learning Theories- behaviorial and cognitive, Measures of Consumer Learning.

**Consumer Attitude formation and change**

Understanding attitude, Structural models of attitude, attitude formation and strategies of attitude change.

## **Module - 4 Consumer in their Social Setting**

**[20%]**

### **Reference group and family Influences.**

Group and reference group concepts, factors affecting Reference group influences, selected consumer related reference groups. Types of Reference group appeals – celebrity and other appeals. Family – concepts, Indian scenario, socialization and other functions of family, family decision making, parent child influences, dynamics of husband-wife decision making, family life cycle.

### **Social class and Consumer Behavior**

Social class and its components, Measurement of Social Class- Objective, Subjective & reputational measure, SEC Classification- old and new. Lifestyle profile of social classes in India. Social Mobility, geo- demographic Clustering- PRIZM, Consumer Behavior application of social class.

### **Opinion Leadership**

Dynamic of opinion leadership process, Profile of Opinion Leader, Opinion Leader and marketing Strategy.

## **MODULE - 5 Consumer in their cultural setting**

**[20%]**

### **Influence of culture on consumer Behavior**

Characteristics of culture , understanding culture and values, Measurement of culture, Traditional Indian Values, Shift in Indian values, American values.

### **Sub cultural influences and age cohorts**

Type of subcultures- Geographic, religious, nationality, ethnic, racial, gender, age cohorts, Non Traditional sub cultures, sub culture of consumption.

### **Cross cultural Influences**

Cross cultural consumer analysis, cultural variations affecting consumer behaviour, strategic application of cross cultural and global influence, cross cultural & global influences ,Country of original effects.

**No of lectures in semester:** Approximately 40 to 45 hours

**Assignments:** Minimum 3 Assignments

### **Evaluation Pattern:**

Continuous Evaluation	30%
Mid-Sem. Exam	20%
End-Sem. Exams	50%

### **Reference Books:**

- Consumer Behavior- Schiffman and Kanuk and Kumar-Pearson
- Consumer Behavior- Henry Assael- Biztantra
- Consumer Behavior- Hawkins, Best and Covey –TMH
- Consumer Behavior- Rajneesh Krishna-Oxford
- Regular reading of Journals, magazine and News Paper.