

Uka Tarsadia University



B.B.A.

Consumer Behaviour (030030404)

4th Semester

Effective from January-2013

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Consumer Behaviour (030030404)

BBA (Sem.-4) Syllabus, effective from January-2013

Course Objective: To provide background and tools for comprehensive understanding of principles of consumer behaviour.

Course Outcomes: Students will be able to understand of consumer psychology.

Total Hours: 52

[4 hrs. per week]

Unit-1 Introduction

[Weightage 25%]

- 1.1. Meaning and Definition of Consumer Behaviour
- 1.2. Disciplines involved in the study of Consumer Behaviour
- 1.3. Consumer behaviour application in marketing
- 1.4. Occasions during which feeling may shape consumer attitude- Feeling as a part of Advertising Experience, Feeling as a part of Shopping Experience, Feeling as a part of the Consumption Experience
- 1.5. Consumer Rights
- 1.6. Marketing Segmentation: Requirement for effective segmentation

Unit-2 The Consumer as an Individual

[Weightage 25%]

- 2.1. An evaluation of need hierarchy and its marketing application
- 2.2. A trio of needs
- 2.3. What is personality, Nature of Personality
- 2.4. Personality and understanding consumer behaviour
- 2.5. Product, Personality and Gender
- 2.6. Personality and Color
- 2.7. Self and Self Image

Unit-3 Positioning, Targeting and Communication

[Weightage 25%]

- 3.1. Positioning and Targeting- Developing a positioning strategy, Criteria for effective targeting
- 3.2. Designing Persuasive messages- Advertising appeals, Humour in advertising
- 3.3. Family decision making and consumption related role- Dynamics of Husband, Wife Decision Making, Expanding role of Children in Family Decision Making, Tactics use by Children to Influence by their Parents

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- 3.4. Family Life Cycle- Traditional family life cycle and the non traditional family life cycle: Consumption in non-traditional families and Dual spousal work involvement

Unit-4 Influence of Culture on Consumer Behaviour

[Weightage 25%]

- 4.1. Indian core values- Family Orientation, Savings orientation, Festivities, Shopping as a ritual, Mythology and Food Habits
- 4.2. Changing cultural trends in Indian Urban markets- Achievement orientation, Work ethics, Material success, Middle of the road approach to tradition, Impulse gratification and Use of hi-tech products
- 4.3. Cultural Aspect of emerging markets- The Indian context, Frequently use product categories in India and Inferences with regard to cultural value in advertisement

Text Book:

Leon, G. Schiffman and Leslie I. Kanuk, Ramesh Kumar S. *Consumer Behaviour*. New Delhi: Pearson Prentice Hall.

Reference Books:

1. Blackwell, Miniard, Engel. *Consumer Behaviour*. New Delhi: Cengage learning India Pvt. Ltd.
2. Batra Satis K., SHH Kazmi, *Consumer Behaviour – Text and Cases*. New Delhi: Excel Books.