



Gyanmanjari
Innovative University

Course Syllabus
Gyanmanjari Institute of Management Studies
Semester-2 (BBA)

Subject: Consumer Behavior – BBAFM12306

Type of course: Major (Core)

Prerequisite: Consumer behavior typically includes a foundational understanding of basic marketing concepts and principles, as well as fundamental knowledge in psychology and sociology. This foundation enables students to grasp the psychological and social factors that influence consumer choices and behavior. Additionally, a familiarity with statistical analysis and research methods is often required to comprehend and interpret consumer behavior research. These prerequisites provide the essential background for a comprehensive study of consumer behavior in the context of marketing and business.

Rationale: A consumer behavior syllabus aims to explore the psychological, social, and economic factors influencing individuals' choices and purchasing decisions. It provides insights into understanding consumer preferences, motivations, and how marketing strategies impact their choices. This knowledge equips students with the skills needed to analyze and predict consumer behavior, enabling them to develop effective marketing and business strategies. It is essential for marketing and business students to comprehend the intricacies of consumer behavior for successful career prospects and informed decision-making in a competitive marketplace.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks			Total Marks
CI	T	P		C	SEE	CCE	
			MSE			ALA	
4	0	0	4	100	30	70	200

Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; SEE– Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

4 Credits * 25 Marks = 100 Marks (each credit carries 25 Marks)

SEE 100 Marks will be converted in to 50 Marks

CCE 100 Marks will be converted in to 50 Marks



Course Content:

Sr. No	Course content	Hrs	% Weightage
1	Introduction to Consumer Behavior Scope & Definition of Consumer Behavior, Importance of Consumer behavior in Marketing, Factors Influencing Consumer behavior, Perception and Learning. Perception and Its Role in Consumer behavior, Sensory and Perceptual Processes, Memory and Retrieval in Consumer behavior.	12	25
2	Motivation , Emotion & Attitude Change Motivation and Its Role in Consumer behavior , Maslow's Hierarchy of Needs, Emotional Influences on Consumer behavior, Attitudes and Their Role in Consumer behavior Attitude Formation	18	25
3	Culture and Social Influences Culture and Its Impact on Consumer behavior, How Subculture and Social Class affect Consumer behavior , How Reference Groups and Social Influence affect Consumer behavior Decision-Making and Types of Buying Decisions Consumer Decision-Making Process, Types of Buying Decisions	12	25
4	Consumer Research: Introduction to Consumer Research Importance of Consumer Research , Consumer Research Process Case Studies and Applications: Application of Consumer behavior Concepts in Marketing Case Studies	18	25

Continuous Assessment:

Sr. No	Active Learning Activities	Marks
1	Consumer interview & Survey Assign student to conduct interview or survey with consumer to understand their preference, motivations, and decision making process. These hands on approach allow student to apply theoretical concept in real word setting. Student will upload it on GMIU Web Portal.	10
2	Brainstorming Brainstorming is an exercise to generate plenty of ideas Faculty will assign exercises to the students and students will submit solutions on GMIU Web Portal.	10



3	Social media influence on consumer behavior Explore how consumer behavior influences by social media. assign student to Analyze the social media presence of brand and its impact on consumer perception and purchasing decision. Student will upload it on GMIU Web Portal.	10
4	Merits Or Demerits Faculty will provide a topic that lends itself to the idea of making lists of Merits Or Demerits for some issue. Students can analyze, evaluate and submit the list on either side on GMIU Web Portal.	10
5	Case Study Faculty will provide a topic and Idea related to case study. Students will prepare the solutions on the given case / situation in a group of three and upload it on GMIU Web Portal.	10
6	Critical Thinking Exercise The faculty will assign a task to students which requires critical thinking, the students will have to write down the points through critical thinking and Upload it on GMIU Web Portal..	10
7	Attendance	10
Total		70

Suggested Specification table with Marks (Theory):100

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	20%	30%	30%	10%	10%	-

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcome:

After learning the course, the students should be able to:	
CO1	Know the basics of Consumer behavior and understand Perception and Learning.
CO2	Understand Motivation and Emotion & Attitudes and Attitude change.
CO3	Analyze Culture and Social Influences & Decision Making and Types of Buying Decisions.
CO4	Apply Consumer Research & all the concepts in real world scenarios.



Instructional Method:

The course delivery method will depend upon the requirement of content and need of students. The teacher in addition to conventional teaching method by black board, may also use any of tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction.

Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses, Virtual Laboratory

The internal evaluation will be done on the basis overactive Learning Assignment

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in laboratory.

Reference Books:

- "Consumer Behavior: Insights from Indian Market" by S. Ramesh Kumar, Latest Edition
- "Consumer Behavior - Insights from Indian Market", Majumdar Ramanuj, PHI, 2nd Edition.
- "Consumer Behavior", Blackwell and Engel, Cengage Publication, Indian Edition.
- "Consumer behavior in Indian Perspective" by Suja Nair, Latest Edition

