

Veer Narmad South Gujarat University, Surat.

M.com semester -3

CONSUMER BEHAVIOUR (With effect from 2022-23)

- Objectives :** 1. To impart the conceptual knowledge in the area of consumer marketing.  
2. To acquaint the students with the marketing problems in the area of consumer behaviour.

**Course Outcomes:**

Students will be well prepared with core concepts of consumer behaviour. They will also learn about consumer perception factors, external and internal affection perception. This help students to know how consumer learning take place and leads to image building and creates customer loyalty and brand loyalty. How consumer personality and life style determines their choices for various products. It will also help understand how demographics and social class influence consumer choices and influence overall market demand for various products.

**Syllabus:**

- |   |            |
|---|------------|
| <b>1) AN INTRODUCTION TO CONSUMER BEHAVIOUR.</b>                      | <b>20%</b> |
| - meaning, definition and relevance of consumer behaviour study       |            |
| - the development of consumer behaviour as a separate field of study  |            |
| - growth of consumer research   |            |
| - few models of consumer decision making                              |            |
| - trends in consumer behaviour  |            |
| <b>2) CONSUMER PERCEPTION.</b>  | <b>20%</b> |
| - concepts underlying perception                                      |            |
| - external and internal factors                                       |            |
| - the perceptual process  |            |
| - consumers imagery and marketing implications                        |            |
| - perceived risk  |            |
| <b>3) CONSUMER – LEARNING.</b>  | <b>20%</b> |
| - elements of learning process  |            |
| - types of learning process   |            |
| - classical conditions  |            |
| - consumer memory   |            |
| - operant or instrumental conditioning                                |            |
| - cognitive theory  |            |
| - observational learning or modeling                                  |            |
| - low involvement   |            |
| - habit   |            |
| - brand loyalty, customer loyalty                                     |            |
| <b>4) PERSONALITY AND LIFESTYLE INFLUENCE.</b>                        | <b>20%</b> |
| - meaning of lifestyle, Aio and Vals framework                        |            |
| - changing lifestyle trends of Indian consumers                       |            |
| - personality   |            |
| - a business today – Synovate study                                   |            |
| - personality influence and consumer behaviour                        |            |
| - certain inter related consumption and possession personality traits |            |
| - self concepts or self image   |            |
| <b>5) DEMOGRAPHICS, SOCIAL CLASS AND CULTURE.</b>                     | <b>15%</b> |
| - Meaning of Social Stratification and Social Class.                  |            |
| - Nature of Social Class Influences.                                  |            |
| - Social Class Characteristics  |            |
| - - Social Influence on Consumer Behaviour.                           |            |

- Culture (Definitions and Meanings)

-- Sub Culture

5) Case study

5%

**REFERENCES :**

1. Consumer behaviour in Indian perspective By Suja R. Nair
2. Consumer behaviour by Benett and Kassarian
3. Consumer behavior – Schettiman
4. Consumer behavior – C.N.Sontakki
5. Consumer behavior – Engel and Black Well
6. Marketing and Consumer Behaviour by Raghbir Singh

**Veer Narmad South Gujarat University, Surat**  
**M.Com.-II**

**Retail management-paper--8**

**Semester - 3**

**( In Force From June 2022-2023)**

- Objectives:** 1. To impart to the conceptual knowledge in the area of Retail marketing  
2. To acquaint the students with the marketing problems in the area of retail management.

**Course Outcomes:**

Retail marketing is a new upcoming field in the overall marketing and is gaining momentum at a very fast pace. This paper will help students to learn about retail marketing as a concept, reasons for its growth, its application in the field of marketing. How it helps to connect producer and consumer. How the site for retail outlets should be selected and how the layout and store design can influence customer choices, behaviour and attitude. What factors are important for overall functioning of retail outlet and its successful operations.

**Syllabus:**

1. **Retail management an Overview:** 20%
  - Meaning of retail
  - Role of retail.
  - Retailer as a link between producer and consumer.
  - Retailer as a image creator
  - Challenges faced by Retailers worldwide
  - Size of retail in India.
  - Drivers of retail change in Industry.
2. **Store Site selection** 20%
  - Types of retail locations
  - Steps involved in choosing a retail location
  - Methods of evaluating a trading area
  - Trends in retail property development in India
3. **Store layout and design** 20%
  - Concept
  - Objectives of layout and design.
  - Elements of retail layout
  - Planning and circulations( circulation plans , circulation graphics, )
  - Store fronts and Entrances,
  - Merchandise display.
  - Positioning of merchandise.
  - Layout for E-tailers.
4. **Retail store operations** 20%
  - The concept of store operations
  - Store administration and management of the premises
  - Merchandising
  - Customer service
  - Budgeting and planning
  - Personnel
  - Communication
  - Legal compliance

- The 5 s of retail operations
  - Retail theft and shrinkage A challenge to retail store efficiency.
5. **Store design and visual merchandising** 20%
- The concept of store design
  - The principles of store design
  - Elements of store design
  - Exterior and interior store design
  - Visual merchandising
  - Tools used for visual merchandising
  - The planogram
  - Methods of display
  - Common errors in creating the display.

**References:**

1. Retailing management(Text and cases). By Swapan Pradhan. (Tata Mc Graw Hill).
2. Retail management by Chetan Bajaj, rajinishTuli, NidhiVerma, and Shrivastav .Oxford university Press.
3. Retail management By Michael Levy, Barton A. Weitz, Ajay Pandit. Tata McGraw Hill.
4. Retail management By Michael Levy.
5. Managing Retailing by Piyush Kumar Sinha, Dwarika Prasad Uniyal. Oxford higher Education.

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M.Com.-II

Marketing channels Paper-9

Semester - 3

( In Force From June 2022-23)

**Objectives:** 1. To impart to the conceptual knowledge in the area of marketing channels and distribution.

2. To acquaint the students with the marketing problems.

**Course Outcomes:** This paper will help the students to know about the role of distribution channels in the overall growth and relevance in marketing field. It will also acquaint them with various distribution institutions operating in the market and how they should go about it s selection for their businesses. They will also learn about the various levels at which it works. Students will acquire knowledge about framing strategies related to distribution networks.

**Syllabus:**

**1. Marketing channels:**

25%

- Introduction, Meaning of Channels of distribution.
- The nature and importance of marketing channels
- The role of marketing channels,
- Functions and flows in marketing channels
- Analysing marketing channel structures
- The structures of marketing channels
- The types of marketing channels
- Channel levels
- Direct marketing channel/s indirect marketing channels
- Problems in distribution
- Selection of distribution channels
- Marketing channel decisions.

**2. Channel institutions -- Retailing**

25%

- Primary channel participants
- Factors affecting Channel choice
- Functions performed by retailers
- The framework for decisions in retailing
- Trends in retail strategy
- Retailer characteristics
- Types of retailers
- Non store retailing
- Franchising
- Strategic issues in retailing
- Strategic retail management
- The future of retailing
- Retailing in india

**3. Channel institutions -wholeselling**

- Nature and importance of wholeselling
- Functions of wholesalers
- Types of wholesalers
- Agent wholeselling middleman
- Manufacturers sales facilities
- The activities of wholesalers
- Marketing functions performed by wholesalers- distributors for whole sellers
- Limitations of wholesalers
- Trends In wholesellingwholesellers marketing decesions
- Changing patterns in wholeselling
- Wholeselling in india

**4. Channel strategy and Channel levels:**

**25%**

- Zero level, one level, two level, three level and multi level channels.
  - Vertical marketing systems ,
  - horizontal marketing systems.
  - conventional marketing.
  - voluntary and cooperative groups.
  - Channel configuration and channel marketing.
- Channel strategy
- Types of channel strategy for the modern marketer
- Omni channel strategy
- Hybrid channel systems or Multi-channel strategy

**Reference Books:**

1. Marketing channels by Louis W Stern/Adel.Li.Eel.Ansary
2. marketing management by Philip Kotler
3. Strategic marketing ,marketing decision for strategic Advantage by Musadiq.A. Shahaf by P.H.I
4. marketing management by Arun and Meenakshi.
5. Marketing management by V.S.Ramaswamy and S.Namakumari.(Global perspectives and Indian context,) ( 4<sup>TH</sup> Edition)
6. Marketing channels by Anne.T.Coughlan, Erin Anderson, Louis.W.Stern,adel.L. Ansary and R.C. Natrajan.