

Veer Narmad South Gujarat University, Surat.

M.com semester - 4

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:

This paper will help students to know about attitude development and its relationship with consumer behaviour and what factors lead to attitude formation and change. Students will also learn about motivation factors and theories influential in consumer behaviour. This paper will also help students to know about new platforms and choices available to consumers for shopping and what factors are influential in choice building on these online platforms. How the peer groups and reference groups shape consumer behaviour and help consumers in their decision making choices.

Syllabus:

1) ATTITUDE AND BEHAVIOUR

20%

- Attitudes
- Nature of consumer attitude
- A simple model of the relationship between attitudes and behaviour
- attitude measurement
- Attitude change
- Factors involved in attitudes formation or development
- Theories And models of attitude
- Strategies for attitude reinforcement And CHANGE

2) MOTIVATION:

20%

- Differences between motives, motivating and motivation
- Needs and goals.
- The Dynamic characteristics of motivation.
- Various theories of needs (Maslow's MCCLELLAND'S, ALDERFER'S, VRPPM'S)
- Motivational Research

3) Online consumer behaviour

15%%

- Histry of the internet and E- commerce
- The internet in India
- Online decision -making process
- developments and concerns in Indian net connections

4). References Group Influence.

20%

- Factors Relevant to reference Groups Exerting Influence.
- Reference Group Characteristics Influencing Consumer Behaviour.
- Types of reference Groups.
- Groups Relevant to Consumer Behaviour.
- Reference Group and Consumer Conformity to the Group
- Benefits of reference group Appeal.
- Marketing Applications of Reference group Appeal.

5) Consumer decision making

20%

- Decision making concept
- Different views of consumer decision making
- Consumer information processing
- Types of households
- The household life cycle
- A model of household decision -making

6) Case study

5%

REFERENCES :

1. Consumer behaviour in Indian perspective By Suja R. Nair
2. Consumer behaviour by Benett and Kassarjian
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--11

Semester - 4

(In Force From June2022- 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:

This paper will students to know about the basics of retail merchandising. It will also help students to know about various methods to expand their retail businesses. How they can assort and plan various retail store merchandise. How and from where they can procure various types of store merchandise. They will also learn about, as to how to display their merchandise in store to gain customer attention and how they can evaluate the performance of retail merchandise.

Syllabus:

1. **Basics of Retail Merchandising** 25%
 - Concept and evolution of merchandising.
 - Factors affecting the buying Function.
 - Merchandisers role and responsibility.
 - Buyer role and Responsibility .
 - Functions of buying for different types of organizations.
 - Buying for single independent store.
 - Buying for chain stores.
 - Buying for non chain stores.
 - Buying for non - store retailers. catalogs, Direct mail, Homeshopping,Internet retailing. etc.
 - Principles of merchandising.
- 2.**Methods of retail Expansion:** 25%
 - The concept of (foreign direct investment.
 - The need for foreign direct investment in Indian retail.
 - Methods of retail expansion.
 - The concept of franchising.
 - Evolution of Franchising.
 - Types of franchising.
 - Advantages and disadvantages of Franchising.
 - The International franchising scene .
 - Franchising in India.
 - Legal issues in franchising in India.
 - Internationalisation as a mode of Expansion.
 - Determining the market of entry.
 - Reasons for failure in International Retail.
3. **The process of Merchandise planning.** 25%
 - Concept of Merchandise planning.
 - Implications of merchandise planning.
 - The process of Merchandise planning.
 - Stage-1.developing the sales forecast
 - Stage-2. Determining the merchandise requirement.
 - Stage-3.Merchandise Control
 - Stage- 4.Assortment planning.
 - Technology Tools and Merchandise planning.
 - Types of Merchandise planning.
4. **Methods of merchandise procurement and evaluating merchandise Performance:** 25%
 - Sources of supply
 - Merchandise sourcing and procurement
 - Contacting and evaluating the sources of supply.

- Negotiating with vendors and placing the purchase order.
- Merchandise allocations
- Evaluating the merchandise performance.
- Gross margin returns on investment.

References:

1. Retailing management(Text and cases). By Swapan Pradhan. (Tata Mc Graw Hill).
2. Retail management by Chetan Bajaj,rajinishTuli,NidhiVerma,andShrivastav .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-12
Semester - 4
(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 various channel formats, which are in practice and which factors should be taken into consideration for selecting any one of them. What are the functions performed by these channel formats. Students will also learn about various types of conflicts due to adoption of multiple channels in business and how these conflicts can be resolved or prevented.

Syllabus:

- 1. Marketing Channel structure and Functions. 25%**
- Concept
 - Need for the existence and change of marketing channels. (Demand side factors and supply side factors)
 - Channel design decisions
 - Ideal channel structure
 - Channel design comparison factors
 - Implementing channel Design
 - Channel integration
 - Types of channel integration
- 2. Alternate channel Formats: 25%**
- Manufacturers based channel formats
 - Retail based channel formats
 - Service provider- based channel formats
 - Other channel formats
 - Point of consumption merchandising formats.
 - Catalogs and technology added formats.
- 3. Managing and resolving conflict 25%**
- Concept of channel conflict
 - Assessing the degree and nature of channel conflict,
 - Measuring conflict
 - Consequences of channel conflict
 - Effect of channel conflict on channel performance and Co-ordination
 - Major sources of conflict in marketing channels
(competing goals, Differing perceptions of reality, clarity over domains, clash of market domains(in brief)
 - Resolving conflicts negotiations and achieving coordination via incentives.
 - Unwanted channels, Grey markets
- 4) Channel communication and information system: 25%**
- Rudiments of channel communications
 - Channel information system
 - Elements of channel management system
 - Impact of information systems on the delivery of service outputs
 - Impact of information systems on channel relationships
 - Impact of information systems on channel role performance
 - Information and communication technology

- Electronic marketing channel
- Sales force as an information source for marketing channels.
- Various types of channel powers used for motivating channel members.

Reference Books:

1. Marketing channels by Louis W. Stern/Adel. I. 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,) (4TH Edition)
6. Marketing channels by Anne. T. Coughlan, Erin Anderson, Louis. W. Stern, Adel. L. Ansary and R.C. Natrajan.
7. Sales and distribution management by S. Shridharabhat. (Himalaya publishing house)