

AC – 27-11-2024

Item No. –03

Approved by the BOS in Bachelor of Commerce (Management Studies) on 16-11-2024 Item no. 04.

As Per NEP 2020
Tolani College of
Commerce
(Autonomous)



Title of the Course: - Consumer Behaviour

Programme: Bachelor of Management Studies Semester -V

Syllabus for 4 Credits

Course from the Academic Year – 2025-2026

Name of the Course: Consumer Behaviour

Sr. No.	Heading	Particulars
1	Description the course :	Consumer behavior is the study of how people and organizations make decisions about what to buy, use, and dispose of in order to satisfy their needs and wants
2	Vertical :	Major
3	Type :	Theory
4	Credit:	4 credits
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks Continuous Evaluation 40 Marks Semester End Examination 60 Marks
7	Course Objectives: <ol style="list-style-type: none"> 1. To highlight the importance of understanding consumer behavior in Marketing 2. To study the environmental and individual influences on consumers 3. To understand consumer behavior in Indian context 4. To help learners to understand the decision-making processes of consumers. 	
8	Course Outcomes: <ol style="list-style-type: none"> 1. Define the conception of consumer behaviour and reveal its importance in the context of marketing 2. Describe the target market and determine the positioning strategy according to Consumer characteristics and behaviour. 3. Identify factors that influence consumer behaviour and examine the consumer decision-making process 4. Understand the consumer needs. 	

9	<p style="text-align: center;">Modules</p> <hr/> <p>Module 1: Introduction To Consumer Behaviour</p> <hr/> <ul style="list-style-type: none"> • Meaning of Consumer Behaviour, Features and Importance • Types of Consumer (Institutional & Retail), Diversity of consumers and their behaviour- Types Of Consumer Behaviour • Profiling the consumer and understanding their needs • Consumer Involvement • Application of Consumer Behaviour knowledge in Marketing • Consumer Decision Making Process and Determinants of Buyer • Behaviour, factors affecting each stage, and Need recognition. <hr/> <p>Module 2: Determinants of Consumer Behaviour</p> <hr/> <ul style="list-style-type: none"> • Consumer Needs & Motivation (Theories - Maslow, Mc Cleland). • Personality – Concept, Nature of personality, Freudian, non - Freudian and Trait theories, Personality Traits and its Marketing significance, Product personality and brand personification. Self-Concept – Concept • Consumer Perception • Learning - Theory, Nature of Consumer Attitudes, Consumer Attitude • Formation & Change, Attitude - Concept of attitude <hr/> <p>Module 3: Environmental Determinants of Consumer Behaviour</p> <hr/> <ul style="list-style-type: none"> • Family Influences on Buyer Behaviour, • Roles of different members, needs perceived and evaluation rules. • Factors affecting the need of the family, family life cycle stage and size. • Social Class and Influences. • Group Dynamics & Consumer Reference Groups, Social Class & Consumer Behaviour - Reference Groups, Opinion Leaders and Social Influences In-group versus outgroup influences, role of opinion leaders in diffusion of innovation and in purchase process. • Cultural Influences on Consumer Behaviour Understanding cultural and sub-cultural influences on individual, norms and their role, customs, traditions and value system. <hr/> <p>Module 4: Consumer decision making models and New Trends</p> <hr/>	
	<ul style="list-style-type: none"> • Consumer Decision making models: Howard Sheth Model, Engel Blackwell, Miniard Model, Nicosia Models of Consumer Decision Making • Diffusion of innovations Process of Diffusion and Adoption, Innovation • Decision process, Innovator profiles • E-Buying behaviour The E-buyer vis-a vis the Brick and Mortar buyer Influences on Ebuying 	

Reference Books:

- Mowen, John C., and Michael S. Minor. *Consumer Behavior: Building Marketing Strategy*. 12th ed., McGraw-Hill Education, 2017.
- Peter, J. Paul, and Jerry C. Olson. *Consumer Behavior: A Strategic Approach*. Irwin/McGrawHill, 1996.
- Cialdini, Robert B. *Influence: The Psychology of Persuasion*. Revised ed., Harper Business, 2006.
- Solomon, Michael, Gary Bamossy, Søren Askegaard, and Margaret K. Hogg. *Consumer Behavior: A European Perspective*. 7th ed., Pearson, 2022.
- Underhill, Paco. *Why We Buy: The Science of Shopping*. Updated and revised ed., Simon & Schuster, 2008.
- Shugan, Steven M. *Consumer Behavior: A Research Perspective*. Addison-Wesley, 1980.
- Wright, Peter, and S. B. M. N. K. P. Prasad. *The Psychology of Consumer Behavior*. Prentice Hall, 2001.
- Peter, J. Paul, and Jerry C. Olson. *Consumer Behavior and Marketing Strategy*. 9th ed., McGraw-Hill Education, 2010.

Evaluation Pattern

Continuous Evaluation: 40%

Semester End Examination: 60%

	Total Marks
Assignment/Project Work/Presentation/Case Study	30
Online MCQ Objective Test	10
Total	40

A learner must be present for each of the sub-components.

Semester End Examination Question Paper Pattern

Maximum Marks: 60

Duration: 2 Hours

All Questions are Compulsory Carrying 15 Marks each.

Q. No.	Particular	Marks
Q-1	Attempt any Two of the following: (Module – 1) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
Q-2	Attempt any Two of the following: (Module – 2) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
Q-3	Attempt any Two of the following: (Module – 3) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
Q-4	Attempt any Two of the following: (Module – 4) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks

Signature of Team Members

Sr. No.	Name	Signature
1	Dr. Sadhana Venkatesh	
2	Ms. Shalini Clayton	
3	Ms. Ashiyana Shaikh	

