

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	<b>Description the course :</b>	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	<b>Vertical :</b>	Major
3	<b>Type :</b>	Theory
4	<b>Credit:</b>	4 credits
5	<b>Hours Allotted :</b>	60 Hours
6	<b>Marks Allotted:</b>	100 Marks Continuous Evaluation 40 Marks Semester End Examination 60 Marks
7	<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To highlight the importance of understanding consumer behavior in Marketing</li> <li>2. To study the environmental and individual influences on consumers</li> <li>3. To understand consumer behavior in Indian context</li> <li>4. To help learners to understand the decision-making processes of consumers.</li> </ol>	
8	<b>Course Outcomes:</b> <ol style="list-style-type: none"> <li>1. Define the conception of consumer behaviour and reveal its importance in the context of marketing</li> <li>2. Describe the target market and determine the positioning strategy according to Consumer characteristics and behaviour.</li> <li>3. Identify factors that influence consumer behaviour and examine the consumer decision-making process</li> <li>4. Understand the consumer needs.</li> </ol>	

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

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

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.

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

**Signature of Team Members**

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

