

**SES's L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE
(AUTONOMOUS)**



BOARD OF STUDIES: COMMERCE & MANAGEMENT

PROGRAMME: B.COM (MANAGEMENT STUDIES)

SEMESTER: III

NOMENCLATURE OF THE COURSE: CONSUMER BEHAVIOUR

NEP Vertical: MAJOR

Credit: 4

(As Per Choice Based Credit System (under NEP 2020) with effect from the Academic Year 2025-26)



Program: Bachelor of Commerce (Management)	Semester : III
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Studies)					
Course : CONSUMER BEHAVIOUR (MAJOR) Academic Year: 2025-2026 Batch: 2024-2026		Code:			
Teaching Scheme	Evaluation Scheme				
Lectures	Practical	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
60	NA	NA	4	40 marks/40% of the total marks	60 marks/60% of the total marks

Learning Objectives :	<ul style="list-style-type: none"> i. To develop an understanding about the consumer decision making process and its applications in the marketing function of firms. ii. To give insight into, understanding about dimensions of Consumer Behaviour. iii. To develop skill of understanding and analysing consumer information and using it to create consumer- oriented marketing strategies
Learning Outcomes :	<ul style="list-style-type: none"> i. Learner will be able to understand Consumer Behaviour and outcome of Management decision ii. Learners will be able to acquire knowledge of consumer behaviour that can be applied to Marketing of goods and services. iii. Learners will be able to identify and explain factors which influence consumer behaviour.
Pedagogy:	Classroom Lectures, Interactive discussions, Case studies, Business Simulations, Group Projects

Each lecture session would be of one hour duration (60 sessions).

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration/ Lectures
1	<p>Introduction To Consumer Behaviour:</p> <p>Meaning of Consumer Behaviour, Features and Importance Types of Consumer (Institutional & Retail), Diversity of consumers and their behaviour- Types Of Consumer Behaviour.</p> <p>Profiling the consumer 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.</p>	Classroom Lectures, Case Study	15 Lectures
2	<p>Individual & Environmental Determinants of Consumer Behaviour Personality and consumer behaviour. Introduction to Customer Persona.</p> <p>Family Influences on Buyer Behaviour, Group Dynamics & Consumer Reference Groups & Cultural Influences on Consumer Behaviour</p> <p>Consumer Needs & Motivation- (Theories - Maslow, Mc Clelland, ERG theory and Herzbergs dual factor theory) Personality Traits and it's Marketing significance, Product personality and brand personification.</p> <p>Case Study</p>	Classroom Lectures, Business Simulation, Case Study	15 Lectures
3	<p>Consumer Perception Meaning, Definition, Features, Significance, perceptual process, factors responsible for perceptual distortion. Consumer Attitude –Meaning, Features, Functions, Relationship between consumer learning and attitude, Theory of consumer attitude, Attitude Measurement, Factors affecting consumer attitude, Consumer Attitude and Formation, & attitudinal Changes. Consumer Journey</p> <p>Consumer decision making models and New Trends Meaning, Definition, Different views on decision making and buying motives</p>	Classroom Lectures, Videos & Group Project	15 Lectures

	<p>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</p>		
4	<p>Post purchase behaviour: Post purchase evaluation and disposition towards the product, Post purchase satisfaction measures E-Buying behaviour The E-buyer vis-a vis the Brick and Mortar buyer, Influences on E-buying and Recent trends (FMCG, Fashion, Tourism etc) for different sectors.</p>	Classroom Lectures, Business Simulation, Case Study	15 Lectures

REFERENCE BOOKS

- i) Makanyeza, C., & Du Toit, F. (2017). Consumer ethnocentrism in developing countries: Application of a model in Zimbabwe. *Acta Commercii*, 17(1), 1-9. Solomon, M.R.- “Consumer behaviour – buying, having and being” – 8 th edition
- ii) Kotler, P. (2009). *Marketing management*. Pearson Education India.
- iii) Blackwell, R. D., & Milliard, P. W. (2001). Engel Consumer Behavior. *Cenage Learning Publication, first edition. Pp-573-589*.
- iv) Mihic, S., Radjenovic, D., & Supic, D. (2013). Consumer behaviour-building marketing strategy. *Metalurgia International*, 18(8), 116.
- v) Pachauri, M. (2001). Consumer behaviour: a literature review. *The Marketing Review*, 2(3), 319-355.
- vi) Loudon, D., & Della, B. (1993). Consumer behavior: Concepts and applications.

Internal Continuous Assessment (ICA) Pattern

Particulars	Marks
Class Test	20
Presentation/Viva Voce	10
Assignment/Project	10
Total	40

Term End Examinations (TEE) Question paper pattern

Maximum hours:60

Duration :2hours

All questions are compulsory

Question No.	Description	Total Marks
1	A. Full length Theory question OR	15
	B. Full length Theory question	
2	A. Full length Theory question OR	15
	B. Full length Theory question	
3	A. Full length Theory question OR	15
	B. Full length Theory question	
4	A. Full length Theory question	15
	B. Full length Theory question	

Note: The Full length theory question of 15 marks each may be split up into two smaller questions carrying 8 marks and 7 marks respectively or 3 smaller questions of 5 marks each.