

As Per NEP 2020

University of Mumbai



Syllabus for Basket of VSC (Marketing)

Ad- hoc Board of Studies in B. Com. (Management Studies)

UG Second Year Programme

Semester	III
Title of Paper	Consumer Behaviour
Credits	2
From the Academic Year	2025-26

VSC- Marketing
Syllabus
B. Com. (Management Studies)
(Sem.- III)

Title of Paper: Consumer Behaviour

Sr. No.	Heading	Particulars
1	Description the course: Including but Not limited to :	Consumer Behavior is the study of how individuals, groups, and organizations make decisions to allocate resources (time, money, and effort) to consumption-related activities. This course examines the factors that influence consumer behavior, such as psychological, social, cultural and personal influences and how businesses can use this knowledge to develop effective marketing strategies. Understanding consumer behavior is essential for marketers as it provides insights into consumer needs, preferences and motivations, which are critical for developing products, services and campaigns that resonate with the target audience.
2	Vertical :	VSC
3	Type :	Theory
4	Credit:	2 credits
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: <ol style="list-style-type: none"> 1. To understand the concept of consumer behavior and its role in marketing decision-making. 2. To examine the role of social and cultural influences on buying behaviour 3. To understand buying habits and Online buying behaviour of consumer for marketing decisions 	
8	Course Outcomes: <ol style="list-style-type: none"> 1. Students will identify and analyze marketing communication and psychological, social and cultural factors that influence consumer decisions. 2. Students will able to understand effect of online purchasing and consumer segmentation strategies 	
9	Modules:	

Module 1: Introduction to Consumer Behaviour

1. Consumer Behaviour- Features, scope, Importance, Types of Consumer, Diversity of consumers and their behaviour- Types of Consumer Behaviour.
2. Consumer involvement - Decision-making processes - Purchase Behaviour and Marketing implications - Consumer Behaviour Models.
3. Environmental influences on Consumer Behaviour - Cultural influences - Hofstede's Cultural Dimensions and Marketing Implications - Social class - Reference groups
4. Consumer perceptions – Learning and attitudes - Motivation and personality – Psychographics - Values and Lifestyles.

Module 2: Consumer buying habits and Online buying behaviour

1. Consumer buying habits and perceptions of emerging non-store choices – Research and applications of consumer responses - Issues of privacy and ethics.
2. Marketing communication - Store choice and shopping behaviour - In-Store stimuli, Consumerism - Consumer rights and Marketers' responsibilities.
3. Effects of online purchasing on consumer behaviour - Psychology of online purchasing: motivations, perceptions, and attitudes.
4. Consumer Segmentation Strategies, Targeting & Positioning in International Markets, Global vs. Local Brands, Emerging Global Consumer Trends

10**Reference Books:**

1. Vriens, D., & Achterberg, J. (2019). *Organizational Development*. Routledge
2. Aubrey, B. (2015). *The Measure of Man: Leading Human Development*. McGraw-Hill Education.
3. Cummings, T. G., & Worley, C. G. (2014). *Organization Development and Change* (10th ed.). Cengage Learning.
4. Schein, E. H. (2010). *Organizational Culture and Leadership* (4th ed.). Jossey-Bass.
5. Wendell L French, Cecil h Bell. Jr., Veena Vohra, 2006 Organizational Development – Prentice Hall of India Ltd., New Delhi
6. Bradford, D. L., & Burke, W. W. (2005). *Reinventing Organization Development: New Approaches to Change in Organizations*. Pfeiffer.
7. Weisbord, M. R. (2004). *Productive workplaces: Dignity, meaning, and community in the 21st century*. Jossey-Bass.
8. French, W.L., Bell, C.H. and Vohra V, Organization Development: Behavioral Science Interventions for Organization Improvement, Revised 6th Ed., Pearson.
9. Hackman, J.R. and Suttle, J.L., Improving Life at Work: Behavioural science approach to organisational change, Goodyear, California.
10. Harvey, D.F. and Brown, D.R., An experimental approach to Organization

Development, 7th Ed. Prentice-Hall, Englewood Cliffs, N.J

11

Internal Continuous Assessment: 40%

**External, Semester End Examination
60% Individual Passing in Internal and
External Examination**

12

Continuous Evaluation through:

Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.
(at least 3)