

Restructured Syllabus (2024 Pattern as per NEP-2020)

Faculty: COMMERCE & MANAGEMENT (Commerce)

Class: T.Y. B.Com. Sem-V

Title of the Course: Consumer Behaviour and Insights

With Effect From Academic Year 2026-2027

Name of the Program	Course Code	Type of Course	Credits	Lectures per Week in Clock Hour
B.Com.	CBI306MJ	Major Mandatory	4	4

Course Objectives:

1. To develop an understanding of consumer behaviour and consumer psychology.
2. To study theories and models explaining consumer decision-making.
3. To analyse psychological and socio-cultural factors influencing consumer behaviour.
4. To understand digital consumer behaviour and e-commerce trends.
5. To evaluate branding, loyalty and customer experience strategies.

Unit	Title and Contents	No. of Lectures
1	Fundamentals of Consumer Behaviour and Behavioural Theories: 1.1 Introduction to Consumer Behaviour: 1.1.1 Meaning and definition of consumer behaviour 1.1.2 Nature and scope of consumer behaviour 1.1.3 Importance of consumer behaviour in marketing 1.1.4 Consumer roles in purchase decisions 1.1.5 Evolution of consumer behaviour studies 1.1.6 Consumer behaviour in the modern marketplace 1.2 Theories and Models of Consumer Behaviour: 1.2.1 Economic model of consumer behaviour 1.2.2 Psychoanalytic theory (Sigmund Freud) 1.2.3 Behavioural learning theory 1.2.4 Cognitive theory of consumer behaviour 1.2.5 Sociological models of consumer behaviour 1.2.6 Howard–Sheth Model 1.2.7 Engel–Blackwell–Miniard Model	10
2	Needs, Motivation and Personality in Consumer Behaviour: 2.1 Needs and Consumer Behaviour: 2.1.1 Concept of needs and wants 2.1.2 Classification of needs 2.1.3 Consumer needs and purchase motivation 2.1.4 Needs satisfaction and consumer expectations 2.2 Motivation Theories:	10

	2.2.1 Maslow's hierarchy of needs 2.2.2 McClelland's theory of needs 2.2.3 Herzberg's motivation theory 2.3 Personality and Consumer Behaviour: 2.3.1 Meaning and nature of personality 2.3.2 Personality traits and consumer behaviour 2.3.3 Self-concept and consumer identity 2.3.4 Lifestyle and psychographic segmentation	
3	Factors Affecting Consumer Behaviour: 3.1 Psychological Factors: 3.1.1 Perception and consumer behaviour 3.1.2 Learning and consumer behaviour 3.1.3 Attitude and consumer behaviour 3.1.4 Consumer values and value perception 3.2 Socio-Cultural Factors: 3.2.1 Culture and consumer behaviour 3.2.2 Subculture and social class 3.2.3 Family influence in buying behaviour 3.2.4 Reference groups and opinion leaders	10
4	Digital Consumer Behaviour and E-Commerce: 4.1 Digital consumer behaviour trends 4.2 Online consumer decision-making process 4.3 Social media influence on consumer behaviour 4.4 Mobile commerce and digital marketing 4.5 Consumer trust and privacy in online transactions 4.6 Role of artificial intelligence and data analytics in understanding consumers	10
5	Branding, Loyalty and Customer Experience: 5.1 Brand perception and consumer behaviour 5.2 Brand positioning and brand image 5.3 Brand loyalty and relationship marketing 5.4 Customer satisfaction and retention strategies 5.5 Customer experience management (CEM) 5.6 Building long-term customer relationships	10

Course Outcomes: After completion of the course, students will be able to:

1. Explain concepts, theories and models of consumer behaviour.
2. Analyse consumer needs, personality and psychological influences.
3. Evaluate social and cultural determinants affecting buying behaviour.
4. Understand consumer behaviour in digital platforms and e-commerce.
5. Design strategies to improve brand loyalty and customer experience.

Internship for Students if any: Not Applicable	
List of Recommended Books and Study Materials:	
1. Ramanuj Majumdar - Consumer Behaviour: Insights from the Indian Market 2. S. L. Gupta & Sumitra Pal - Consumer Behaviour: An Indian Perspective 3. C. L. Tyagi & Arun Kumar – Consumer Behaviour 4. Dheeraj Sharma & Jagdish Sheth – Consumer Behaviour: A Managerial Perspective 5. Schiffman, Leon & Wisen BLit – <i>Consumer Behaviour</i> 6. Kotler & Keller – <i>Marketing Management</i>	
Scheme of Examination	
Passing Marks: 40% of the Total Marks for each Head of Examination	
Internal Assessment (30 Marks) and External Assessment (70 Marks)	
Question Paper Pattern for External Examination	
Instructions:	
1) Question No. 1 is compulsory. 2) Attempt any 4 questions from Question No. 3 to 7.	
Question Paper Pattern:	
Q. 1-A) Fill in the blanks on all Units	= 05 Marks
Q. 1-B) State the True or False on all Units	= 05 Marks
Q. 2: Theory Question on Unit-1	= 15 Marks
Q. 3: Theory Question on Unit-2	= 15 Marks
Q. 4: Theory Question on Unit-3	= 15 Marks
Q. 5: Theory Question on Unit-4	= 15 Marks
Q. 6: Theory Question on Unit-5	= 15 Marks
Q. 7: Write Short Notes on all Units (Any 3 out of 5)	= 15 Marks