



B. J. VANIJYA MAHAVIDYALAYA

(Autonomous) (Grant-in-Aid)

(Affiliated to Sardar Patel University)

Vallabh Vidyanagar- 388 120, Dist. Anand, Gujarat, India

Accredited with CGPA of 2.78 on four-point scale at B++ Grade by NAAC

Syllabus as per the NEP 2020 with effect from July – 2026

Master of Commerce (M. Com.) Semester – I

Course Type	Course Code	Course Title	Teaching-Learning Scheme	Total Notional Hours	Course Credits
			L-P-T		
DSE	P2B01NECOM03	Consumer Behaviour	3-0-1	120	04

- **Course Learning Outcomes (CLOs)**

On completion of this course, students will be able to:

- **CLO1:** Analyze the impact of digital technology on technology-driven consumer exchanges and customer value retention.
- **CLO2:** Formulate strategic Market Segmentation, Targeting, and Positioning (STP) models using behavioural targeting techniques.
- **CLO3:** Evaluate psychological drivers including motivational theories and personality traits to predict consumer behaviour.
- **CLO4:** Manage consumer perception and imagery to effectively address perceived quality and mitigate consumer risk.
- **CLO5:** Conduct applied consumer research using appropriate methodologies and evidence-based problem-solving techniques.

Unit	Course Content	Learning Pedagogies*	CLO(s)
I	Technology-Driven Consumer Behaviour: • The marketing concepts • Technology's role in consumer-marketer exchange, Customer Value, Satisfaction, and Retention • Interdisciplinary nature of consumer behaviour	CL, CBL, ICT	CLO1
II	Segmentation, Targeting, and Positioning: • Bases for segmentation • Effective targeting • Behavioural targeting • Strategic positioning and repositioning	CL, CBL, PBL, ICT	CLO2
III	Consumer Motivation and Personality: • Dynamics of motivation • Systems of needs (Trio of Needs) • Measurement of motives • Personality theories • Brand personification • Self-image	CL, S, RP, ICT	CLO3
IV	Consumer Perception:		

• Elements of perception • Perceptual selection and organization • Stereotyping; Consumer imagery • Managing perceived quality and risk	CL, CBL, PBL, ICT	CLO4, CLO5
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(*) Learning Pedagogies Acronyms:

- CL: Classroom Lecture;
- CBL: Case-Based Learning;
- S: Seminars;
- PBL: Problem-Based Learning;
- ICT: ICT-Enabled Learning;
- RP: Role-Play/Student Presentations.

• **Assessment Methodologies**

(H) Internal Assessment (50 Marks)

- Internal Formative Assessment (30 Marks):**
Assignments, Quizzes, and Class Regularity, Seminars and Presentations
- Internal Summative Assessment (20 Marks)**
Mid-term written examination

(I) Weightage of Learning Efforts for External Assessment: 50 Marks

Weightage of Learning Efforts for External Assessment

Unit	Aligned CLOs	Total Learning Hours	Remember (R)	Understanding (U)	Apply/Analyse & Above (A)	Total Marks
I	CLO1	30	3	4	6	13
II	CLO2	30	3	3	6	12
III	CLO3	30	2	4	7	13
IV	CLO4, CLO5	30	2	4	6	12
Total		120	10	15	25	50

• **Assessment and Evaluation**

Sr. No.	Assessment/Evaluation	Component	Weightage (%)
1	Continuous Internal Evaluation	Seminars, Assignments, Quizzes, Class Regularity, Mid-term written examination	50
2	End-Semester Examination	Written Examination	50

(J) CLOs – PLOs Matrix

(Scale: 3: Strong, 2: Moderate, 1: Low, 0: No Correlation)

CLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PSO1	PSO2
CLO1	2	2	1	0	1	3	0	1	1	1	3	1
CLO2	3	3	2	0	1	0	0	1	3	1	3	2
CLO3	3	1	3	1	1	0	1	0	2	1	3	1
CLO4	2	1	3	0	1	0	2	0	2	1	3	1
CLO5	2	1	3	3	2	2	1	2	1	2	2	1

- **Suggested Learning Materials Books:**

Sr. No.	Title	Author(s)	Edition/Year	Publisher
1	Consumer Behavior	G. Schiffman, J. Wisenblit and S. Ramesh Kumer	12th Edition, 2018	Pearson Education
2	Consumer Behavior	Loudon, D. L., & Della Bitta, A. J	4th edition, 2017	Tata McGraw Hill
3	Consumer Behavior: Buying, Having, and Being	Solomon, M. R.,	12th edition, 2016	Pearson Education

- **Online Resources (Open Source)**

Sr. No.	Description of Resource(s)	Weblink
1	Coursera-Consumer behaviour	https://www.coursera.org/courses?query=consumer%20behavior
2	NPTEL-Consumer Behaviour	https://onlinecourses.nptel.ac.in/noc23_mg45/preview
3	MOOC-Buyer Behaviour	https://www.mooc-list.com/course/buyer-behaviour-and-analysis-edx