



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 with effective from December - 2025

Master of Commerce (M.Com.)
Semester - IV

Course Code PB04ECOM52	Title of the Paper Consumer Behaviour	Total Credit 04
Course Objectives	<ol style="list-style-type: none">1. To explore technology's impact on consumer behavior and marketing.2. To learn key strategies for market segmentation, targeting, and positioning.3. To explore how motivation and personality affect consumer behavior.4. To learn how consumer perception influences purchasing decisions.	

Course Description		
Unit	Description	Weightage
1.	Technology-Driven Consumer Behaviour <ul style="list-style-type: none">• The marketing concept• Technology Enriches the Exchange Between Consumers and Marketers• Customer Value• Satisfaction and Retention• Consumer Behaviour is Interdisciplinary	25%
2.	Segmentation, Targeting and Positioning <ul style="list-style-type: none">• Market Segmentation and Effective Targeting• Bases for Segmentation• Behavioral targeting• Positioning and Repositioning	25%
3.	Consumer Motivation and Personality <ul style="list-style-type: none">• The Dynamic of Motivation• Systems of Needs• A Trio of Needs• The Measurement of Motives• The Nature and Theories of Personality• Personality Traits and Consumer Behaviour• Product and Brand Personification• The Self and Self-Image	25%
4.	Consumer Perception <ul style="list-style-type: none">• The Element of Perception• Perceptual Selection• Perceptual Organization• Perceptual Interpretation: Stereotyping	25%



	<ul style="list-style-type: none"> • Consumer Imagery • Perceived Quality • Perceived Risk 	
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Teaching- Learning Methodology	Lecture, Group Discussion, Doubt Solving, Power Point Presentation, Case Study, Real Life Company Examples, & Seminar
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal/ Written Examination	20%
2.	Internal Continuous Assessment in the form of Viva-Voce, Quizzes, Seminars, Assignments, Attendance	10%
3.	External Examination	70%

Students will have to score minimum of 40% to pass the course.

Course Outcomes: Having Completed this course, the students will be able to:	
1.	To know and understand consumer behaviour and its relationship with technology.
2.	To know and understand about market segmentation and positioning.
3.	To know and understand about various motivational theory and types of personality.
4.	To know and understand about consumer perception.

Suggested References:	
Sr. No.	References
1.	G. Schiffman, J. Wisenblit and S. Ramesh Kumer, <i>Consumer Behaviour</i> , Pearson India Pvt. Ltd., India. ISBN- 978-93-325-5509-9, 2014
2.	Loudon D. L. and Della Bitta A. J., <i>Consumer Behaviour – Concepts and Applications</i> , ,McGrawHill
3.	On-Line Resources available that can be used as Reference Material
4.	Website: http://egyankosh.ac.in/handle/123456789/1

