

C P PATEL AND F H SHAH COMMERCE (AUTONOMOUS) COLLEGE, ANAND

(Managed by SARDAR PATEL EDUCATION TRUST, ANAND)

AFFILIATED TO SARDAR PATEL UNIVERSITY, V V NAGAR

An ISO 9001 2015 Certified / An ISO 14001-2015 Certified / An ISO 21001-2018 Certified
GUJARAT INSTITUTIONAL RATING FRAMEWORK (4 STAR)

AAA Reaccredited CGPA 3.56 – GRADE **A⁺** KCG-Dept of Edu. Govt of Gujarat-April 2017

NAAC Reaccredited - CGPA 3.30 - GRADE **'A⁺'** UGC – MHRD, Govt of India – June 2022

Syllabus as per NEP 2020 with effect from the Academic Year 2024-2025

Master of Commerce (MCOM)

Semester - IV

Course Code	PG04ECOM02	Title of the Course	CONSUMER BEHAVIOR
Total Credits of the Course	04	Hours per Week	04

Course Objectives	1. To impart values and soft skills to make students ready for industry / corporate careers
	2. To understand the Market Segmentation
	3. To make understand about Consumer Motivation and Personality
	4. To make understand about Consumer Perception

Course Content		
Unit	Description	Weightage (%)
1.	Technology-Driven Consumer Behaviour 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 Market Segmentation and Effective Targeting Bases for Segmentation Behavioural targeting Positioning and Repositioning	25 %
3.	Consumer Motivation and Personality 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	25%

C P PATEL AND F H SHAH COMMERCE (AUTONOMOUS) COLLEGE, ANAND

(Managed by SARDAR PATEL EDUCATION TRUST, ANAND)

AFFILIATED TO SARDAR PATEL UNIVERSITY, V V NAGAR

An ISO 9001 2015 Certified / An ISO 14001-2015 Certified / An ISO 21001-2018 Certified
GUJARAT INSTITUTIONAL RATING FRAMEWORK (4 STAR)

AAA Reaccredited CGPA 3.56 – GRADE **A⁺** KCG-Dept of Edu. Govt of Gujarat-April 2017

NAAC Reaccredited - CGPA 3.30 - GRADE **'A⁺'** UGC – MHRD, Govt of India – June 2022

Syllabus as per NEP 2020 with effect from the Academic Year 2024-2025

	Product and Brand Personification The Self and Self-Image	
4.	Consumer Perception The Element of Perception Perceptual Selection Perceptual Organization Perceptual Interpretation: Stereotyping Consumer Imagery Perceived Quality Perceived Risk	25 %

Teaching-Learning Methodology	<ul style="list-style-type: none">• Direct Lecture• Power Point Presentations• Seminars• Students Presentations• Questions-Answers during lectures.
--------------------------------------	---

Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written Examination	20%
2.	Internal Continuous Assessment in the form of Practical, Viva-Voce, Quizzes, Seminars, Assignments, Attendance	10%
3.	External Examination	70%

Course Outcomes	
1.	Understand consumer behaviour and its relationship with technology.
2.	Understand about market segmentation and positioning.
3.	Understand about various motivational theory and types of personality.
4.	Understand about consumer perception.

C P PATEL AND F H SHAH COMMERCE (AUTONOMOUS) COLLEGE, ANAND

(Managed by SARDAR PATEL EDUCATION TRUST, ANAND)

AFFILIATED TO SARDAR PATEL UNIVERSITY, V V NAGAR

An ISO 9001 2015 Certified / An ISO 14001-2015 Certified / An ISO 21001-2018 Certified
GUJARAT INSTITUTIONAL RATING FRAMEWORK (4 STAR)

AAA Reaccredited CGPA 3.56 – GRADE **A⁺** KCG-Dept of Edu. Govt of Gujarat-April 2017

NAAC Reaccredited - CGPA 3.30 - GRADE **'A⁺'** UGC – MHRD, Govt of India – June 2022

Syllabus as per NEP 2020 with effect from the Academic Year 2024-2025

Suggested References	
Sr. No.	References
1	G. Schiffman, J. Wisenblit and S. Ramesh Kumer, Consumer Behaviour, Pearson India Pvt. Ltd., India. ISBN- 978-93-325-5509-9, 2014
2	Loudon D. L. and Della Bitta A. J., Consumer Behaviour – Concepts and Applications, Mc Graw Hill

On-line resources to be used if available as reference material

On-line Resources

<http://egyankosh.ac.in/handle/123456789/1>
