

As Per NEP 2020

University of Mumbai



Syllabus for Basket of OE	
Board of Studies in Commerce	
UG First Year Programme in Travel & Tourism	
Semester II	
Title of Paper	Credits 2
Consumer Behaviour	2
From the Academic Year	2024-2025

CONSUMER BEHAVIOUR

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	The "Consumer Behavior" course aims to provide students with a comprehensive understanding of the factors that influence consumer decision-making processes and behaviors, with a particular focus on the travel and tourism industry. The course explores various psychological, social, and cultural aspects that affect how consumers choose, purchase, use, and dispose of products and services.
2	Vertical :	Open Elective
3	Type :	Theory
4	Credit:	2 credits
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: (List some of the course objectives) <ul style="list-style-type: none"> • To introduce students to the fundamental theories and concepts of consumer behavior. • To understand the role of consumer behavior in the marketing strategy process. • Analyze Psychological Influences on Consumer Behavior: • To explore how psychological factors such as perception, motivation, learning, and attitudes influence consumer decisions. • To investigate the role of social factors such as family, reference groups, and social class in shaping consumer behavior. 	

8	<p>Course Outcomes: (List some of the course outcomes)</p> <p>Upon completion of this course, students should be able to:</p> <ul style="list-style-type: none"> • Understand the fundamental concepts and theories of consumer behavior. • Identify the factors that influence consumer behavior and decision-making. • Analyze consumer motivations, attitudes, and perceptions. • Explore the impact of social and cultural factors on consumer behavior. • Apply consumer behavior theories to marketing strategies and consumer research.
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DETAILED SYLLABUS	
CONSUMER BEHAVIOR	
COURSE OUTCOME:	
<p>Upon completion of this course, students should be able to:</p> <ul style="list-style-type: none"> • Understand the fundamental concepts and theories of consumer behavior. • Identify the factors that influence consumer behavior and decision-making. • Analyze consumer motivations, attitudes, and perceptions. • Explore the impact of social and cultural factors on consumer behavior. • Apply consumer behavior theories to marketing strategies and consumer research. 	
1	Introduction to Consumer Behavior
	<ul style="list-style-type: none"> • Definition and scope of consumer behavior • Importance of studying consumer behavior for marketers • Factors influencing consumer behavior: psychological, social, and cultural • Consumer decision-making process: problem recognition, information search, evaluation of alternatives, purchase, and post-purchase behavior
2	Consumer Motivation and Needs
	<ul style="list-style-type: none"> • Maslow's hierarchy of needs and other motivation theories • Types of consumer needs: functional, emotional, social, and symbolic • Consumer involvement and importance of understanding motivations • Consumer satisfaction and dissatisfaction: factors influencing post-purchase evaluation
3	Consumer Perception and Learning
	<ul style="list-style-type: none"> • Perceptual processes and factors influencing perception • Selective attention, exposure, and interpretation of stimuli • Learning theories and their application in consumer behavior • The role of memory, attitude formation, and attitude change in consumer behavior

4. Consumer Attitudes and Decision-Making	
	<ul style="list-style-type: none"> • Formation and measurement of consumer attitudes • Attitude-behavior consistency and attitude change strategies • Cognitive dissonance theory and post-purchase behavior • Decision-making models: rational, emotional, and behavioral approach • Social influences: reference groups, family, and opinion leaders • Social class, culture, and subcultures in consumer behavior • Cross-cultural consumer behavior and global marketing implications • The role of social media and online communities in influencing consumer behavior •
	REFERENCE BOOKS
	<ol style="list-style-type: none"> 1. "Consumer Behavior: Buying, Having, and Being" by Michael R. Solomon 2. "Consumer Behavior: Insights from Indian Market" by M. S. Balaji and P. S. Raju 3. "Consumer Behavior: Building Marketing Strategy" by Dheeraj Sharma and Jagdish N. Sheth 4. "Consumer Behavior: A Strategic Approach" by Henry Assael 5. "Consumer Behavior: Building Marketing Strategy" by Del I. Hawkins, David L. Mothersbaugh, and Roger J. Best

Semester End Examination: 30 Marks

Time : 1.00 hr

QUESTION PAPER PATTERN

Attempt any 3 out of 5 questions

Question No	Questions	Marks
Q 1	Practical/ Theory	10
Q 2	Practical/ Theory	10
Q 3	Practical/ Theory	10
Q 4	Practical/ Theory	10
Q 5	Practical/ Theory	10
	TOTAL	30

Note:

1. Equal Weightage is to be given to all the modules.
2. 10 marks question may subdivided into 5 marks each.
3. Use of simple calculator is allowed in the examination.
4. Wherever possible more importance is to be given to the practical problems.

Continuous Evaluation: Internal (20 marks)

	Assessment/ Evaluation	Marks
1	Class Test during the lectures. (Physical / Online mode). (Short notes/ MCQ's / Match the Pairs/ Answer in one sentence/ puzzles)	10
2	Participation in Workshop/ Conference/ Seminar/ Case Study/ Field Visit/ Certificate Course. (Physical/online mode)	10

Letter Grades and Grade Points:

Semester GPA/ Programme CGPA Semester/ Programme	% of Marks	Alpha-Sign/ Letter Grade Result	Grading Point
9.00 - 10.00	90.0 - 100	O (Outstanding)	10
8.00 - < 9.00	80.0 - < 90.0	A+ (Excellent)	9
7.00 - < 8.00	70.0 - < 80.0	A (Very Good)	8
6.00 - < 7.00	60.0 - < 70.0	B+ (Good)	7
5.50 - < 6.00	55.0 - < 60.0	B (Above Average)	6
5.00 - < 5.50	50.0 - < 55.0	C (Average)	5
4.00 - < 5.00	40.0 - < 50.0	P (Pass)	4
Below 4.00	Below 40.0	F (Fail)	0
Ab (Absent)	-	Ab (Absent)	0

**Sign of the BOS
Chairperson
Prof. Dr. Kishori
Bhagat
BOS in Commerce**

**Sign of the
Offg. Associate Dean
Dr. Ravikant
Balkrishna Sangurde
Faculty of Commerce
& Management**

**Sign of the
Offg. Associate Dean
Prof. Dr. Kishori
Bhagat
Faculty of Commerce
& Management**

**Sign of the
Offg. Dean
Prof. Kavita Laghate
Faculty of
Commerce &
Management**