

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme	Bachelor of Business Administration				Branch/Spec.	Marketing Management			
Semester	V				Version	1.0.0.0			
Effective from Academic Year		2026-27			Effective for the Batch admitted in			July 2024	
Course Code	BMAR301	Course Name			Consumer Behaviour				
Teaching Scheme					Examination Scheme (Marks)				
(Per week)	Lecture (DT)		Practical (Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	04	00	00	00	04	Theory	50	50	100
Hours	04	00	00	00	04	Practical	00	00	00
Pre-requisites									
Basic Knowledge of Marketing Management									
Course Objectives									
To develop a concise understanding of consumer behaviour and its psychological, social, cultural, and ethical influences on marketing decisions.									
Course Outcomes									
On successful completion of the course, the students will be able to:									
CO1	Understand the concept, scope, and importance of consumer behaviour, including consumer decision-making process, digital consumer behaviour, and Indian consumer behaviour.								
CO2	Analyse consumer needs, motivation, personality, perception, learning, and attitudes and their influence on buying behaviour.								
CO3	Evaluate the impact of reference groups, family, social class, and culture on consumer decision making.								
CO4	Explain opinion leadership, diffusion of innovation, and assess issues related to consumer ethics and sustainability in the marketplace.								
Theory Syllabus									
Unit	Content								Hrs.
1	Introduction Introduction to consumer behaviour, Importance of consumer behaviour in marketing decisions, consumer behaviour- interdisciplinary approach, Consumer decision making process, Digital Consumer Behaviour, Types of consumer behaviour, Indian Consumer Behaviour.								10
2	Consumer Needs & Motivation Model of the motivational process, Arousal of motives, theories of needs & motivation: Maslow's hierarchy of needs, A trio of needs, Personality & Consumer Behaviour: Importance of personality, The nature of personality, theories of personality, Freudian theory, Neo-Freudian theory, Trait theory, Cognitive personality factors, Product & Brand Personality, Perceptual Process: selection, organization & interpretation, learning theories: classical conditioning, instrumental conditioning, cognitive learning, concept of consumer attitude, consumer attitude towards advertisement model: attribution theory.								20
3	Group Dynamics & consumer reference groups: Different types of reference groups, factors affecting reference group influence, application of reference groups, Family & Consumer Behaviour: Consumer socialisation process, consumer roles within a family, purchase influences and role played by children, family life cycle. Social Class & Consumer behaviour: Determinants of social class, Culture & Consumer Behaviour: Characteristics of culture, core values held by society & their influence on consumer behaviour, introduction to sub-cultural & cross-cultural influences.								20
4	Opinion Leadership Process: Characteristics & needs of opinion leaders & opinion receivers, interpersonal flow of communication. Diffusion of Innovation: Definition of innovation, product characteristics influencing diffusion, adoption process, Consumer Ethics & Sustainability, Indian Consumer Behavior.								10
Exam: Theory 100%, Numerical 0%									
Practical Content									

