

UNIVERSITY OF MADRAS
M.Com. (GENERAL) DEGREE PROGRAMME
SYLLABUS WITH EFFECT FROM 2023-2024

Second Year

Skill Enhancement

Semester IV

Course Code	Title of the Course	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
513S4A	Consumer Behaviour		3	-	1*	-	2	4	25	75	100

* The Practical exposure should be handled through various activities involved in concerned industries day to day operations

Learning Objectives	
LO1	To develop an understanding of underlying concepts and issues in Consumer behavior in marketing.

Course Units

Unit 1: Introduction to Consumer Behaviour (12 Hours)
Definition, Nature, Scope, Consumer Behaviour's Applications in Marketing, Consumer research process –Defining Research Objectives, Collecting & Evaluating Secondary Data, Primary Research Design, Collecting Primary Data, Analyzing Data & Report Preparation.
Unit 2: Factors affecting Consumer Behaviour (12 Hours)
Factors influencing Consumer Behaviour– External Influences – Culture, Sub Culture, Social Class, Peer Groups, Family, Internal Influences– Needs & Motivations, Perception, Personality, Lifestyle, Values, Learning, Memory, Beliefs & Attitudes.
Unit 3: Consumer Decision Making Process (12 Hours)
Types of consumer decisions, Consumer Decision Making Process - Problem Recognition - Information Search - Alternative Evaluation –Purchase Selection – Post purchase Evaluation, Buying pattern in the new digital era.
Unit 4: Consumer Motivation & Personality (12 Hours)
Consumer Motivation– Needs, Goals, Motive arousal, Maslow's Hierarchy of Needs, Freud's Theory of Motivation , Consumer Personality – Self-concept theory, Psychoanalytic Theory, Neo-Freudian Theory, Trait Theory.
Unit 5: Marketing Communications, Decision Making Models, Consumer Rights (12 Hours)
Marketing Communication Process, Types of Communication systems – Interpersonal, Impersonal, Persuasive Communication, Consumer Decision Making Models – Black Box Model - Economic model - Howard & Sheth model, Consumer Protection Act 2019, rights of consumers.
Theory 80% Practical Exposure 20%

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Books for study:

1. Consumer Behaviour - Satish K BatraSHH Kazmi
2. Consumer Behaviour in Indian Context - K K Srivastava, Sujata Khandai

Books for reference:

1. Hawkins, Best and Coney, Consumer Behaviour, Tata McGraw Hill, New Delhi
2. John A Howard, Consumer Behaviour in Marketing Strategy, Prentice Hall New Delhi
3. Schiffman LG and Kanuk L L Consumer Behaviour, Prentice Hall New Delhi
4. Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi
5. Sarkar A Problems of Consumer Behaviour in India, Discovery Publishing House New Delhi

Note: Latest edition of the books may be used