



# PTVA's Institute of Management

(Approved by AICTE, DTE and affiliated to University of Mumbai)  
Chitrakar Ketkar Marg, Behind M. L. Dahanukar College of Commerce,  
Vile Parle (East), Mumbai – 400 057.

Tel.: 022-31061594/31099598, Email: [admin@ptvaim.com](mailto:admin@ptvaim.com), Web: [www.ptvaim.ac.in](http://www.ptvaim.ac.in)  
ISO 9001:2015 Certified Institute & Accredited by NAAC

## SWAYAM/ NPTEL AND MOOCS COURSE ON CONSUMER BEHAVIOUR 2022-23

PARTICULAR	DETAILS
Course duration	30 hours; (January 2023 to March 2023)
List of students who have enrolled along with name and signature of students	Link to the scanned records:
Course objectives	
Curriculum of the Program	<p><b>Week 1:</b> Introduction to Consumer Behaviour, The Changing Patterns of Consumer Behaviour, Use of Market, Segmentation in Consumer Behaviour, Dimensions of Consumerism, Process of Motivation</p> <p><b>Week 2:</b> Theories of Motivation-1, Theories of Motivation-2, Consumer Involvement, Case study on Motivation and Involvement, Consumer perception and imagery</p> <p><b>Week 3:</b> Case Study on Consumer Perception formation, Theories of Personality, Self-Concept, Learning theories, Case Study on Consumer Learning Process</p> <p><b>Week 4:</b> Attitude Formation-1, Attitude Formation-2, Changing Attitude, Attitude Formation, Case Study on Consumer, Consumers' Value</p> <p><b>Week 5:</b> AIO classification of Lifestyle, VALSTM Typology, Application of Lifestyle in Marketing, Culture and subculture, Group as a determinant of buyer behaviour</p> <p><b>Week 6:</b> Celebrities as Reference group, Concept of family and family life cycle, Family Buying Decisions, Case Study on Family Buying Decisions, Diffusion of Innovation</p> <p><b>Week 7:</b> Opinion Leadership Types of Consumers Buying Behaviour, Black-Box Model, Modelling Buyer Behaviour-1, Modelling Buyer Behaviour-2</p>



*Behmukh*  
Director  
PTVA's Institute of Management  
Chitrakar Ketkar Marg,  
Behind M. L. Dahanukar College,  
Vile Parle (E), Mumbai-400 057.




## PTVA's Institute of Management

(Approved by AICTE, DTE and affiliated to University of Mumbai)  
Chitrakar Ketkar Marg, Behind M. L. Dahanukar College of Commerce,  
Vile Parle (East), Mumbai – 400 057.

Tel.: 022-31061594/31099598, Email: [admin@ptvaim.com](mailto:admin@ptvaim.com), Web: [www.ptvaim.ac.in](http://www.ptvaim.ac.in)  
ISO 9001:2015 Certified Institute & Accredited by NAAC

	<b>Week 8:</b> Modelling Buyer Behaviour-3, Modelling Industrial buyer Behaviour-1, Modelling Industrial buyer Behaviour-2, Dimensions of Consumer Research, Course Wrap up
Assessment Procedure	Average assignment score = 25% of average of best 6 assignments out of the total 8 assignments given in the course. Exam score = 75% of the proctored certification exam score out of 100  Final score = Average assignment score + Exam score  ELIGIBILITY FOR A CERTIFICATE ONLY IF AVERAGE ASSIGNMENT SCORE $\geq 10/25$ AND EXAM SCORE $\geq 30/75$ . If one of the 2 criteria is not met, you will not get the certificate even if the Final score $\geq 40/100$ .
Resource Person	Prof. Srabanti Mukherjee



  
Director  
PTVA's Institute of Management  
Chitrakar Ketkar Marg,  
Behind M. L. Dahanukar College,  
Vile Parle (E), Mumbai-400 057.