

B.Sc. PSYCHOLOGY	Part IV Life Skill	3 Hrs Per week
Semester – VI	CONSUMER PSYCHOLOGY	Credit 2: MARKS:30
Code: PSY 3202		

Course Description:

This course aims to the study of consumer behavior and understanding the psychological and sociological elements and their impact on consumer decision making. Also gain an understanding of the theoretical and conceptual concepts of buyer behavior and apply them to real life marketing situations and practices.

At the end of this course, the students will be able to:

CO1: Describe the basic concepts of consumer Psychology and consumer behaviour.

CO2: Understand the consumer motivation, personality and its relevance in consumer psychology.

CO3: Interpret the consumer perception on buying.

CO4: Infer and distinguish consumer attitudes and beliefs.

CO5: Evaluate and create awareness on consumer decision making and its process.

UNIT - I Introduction

Consumer psychology – meaning and concept. Consumer Behaviour – Definition, Consumer and Customers, Buyers and Users. Cultural Influences on Consumer Behaviour. Social Class and Group Influences on Consumer Behaviour.

UNIT - II Consumer motivation and personality

Consumer Motivation: Needs and Goals, motivational Conflict. Consumer Personality: Self-concept, personality Theories, Brand Personality. Personal branding.

UNIT - III Consumer perception

Consumer Perception: Sensation, Perceptual Selection, Perceptual Organisation, Factors that Distort Individual Perception, Price Perceptions, Perceived Product and Service Quality, Consumer Risk Perceptions.

UNIT - IV Consumer Attitudes

Consumer Attitudes: Functions of Attitude, Factors that Inhibit Relationship between Beliefs, Feelings and Behaviour, Changing Attitudes, Attitude Change Strategies

UNIT - V Consumer Decision-making

Consumer Decision-making - Types of Consumer Decisions, consumer decision making Process – Problem Recognition, Information Search and Evaluation of Alternatives. Outlet Selection, Purchase and Post Purchase Behaviour.

Pedagogical Method:

Lecture, PPT, Group discussion, activity and exposure visits

TEXT BOOK:

1. Tyagi C L and Arun Kumar (2004), Consumer Behaviour, Atlantic Publishers, New Delhi, pp 36.

REFERENCE BOOKS:

2. Consumer behaviour., Loudon David., McGraw-Hill Education; 4 edition (31 May 1993)
3. Consumer behaviour., Pearson Education India; 11 edition (October 14, 2015)
4. Hawkins Del I, Best R J and Coney K A (2001), Consumer Behaviour: Building Marketing Strategy, 8th Edition, McGraw-Hill Higher Education, New York.