

## CONSUMER PSYCHOLOGY

Semester	Subject Code	Category	Lecture		Theory		Practical	Credit
			Hrs/Week	Hrs/Sem	Hrs/Week	Hrs/Sem		
IV		Allied-IV	06	90	05	75	15	05

### COURSE OBJECTIVE

This course helps the student to understand the behaviours of consumers to market the products.

### COURSE OUTCOMES

On successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level (K1-K4)
<b>CO1</b>	Label the basics of Consumer Psychology	<b>K1</b>
<b>CO2</b>	Associate with the individual determinants of consumer	<b>K3</b>
<b>CO3</b>	Explain that consumers are of prime important for marketing and advertising	<b>K2</b>
<b>CO4</b>	Express the importance of persuasive communication to ignite the emotions of the consumer	<b>K2</b>
<b>CO5</b>	Apply the research methods and decision making process	<b>K2</b>

## MAPPING WITH PROGRAMME OUTCOMES

<b>COS</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
CO1	S	S	M	M	M	M
CO2	S	S	S	S	M	M
CO3	S	S	S	S	S	S
CO4	S	S	S	S	S	S
CO5	S	S	S	S	S	S

**S- Strong**

**M-Medium**

**L-Low**

### **UNIT I Introduction To Consumer Psychology**

**15 hrs**

Consumer Psychology- Definition- Meaning- Nature of Consumer Psychology- Importance of Studying Consumer Psychology – Factors Influencing Consumer Behavior.

### **UNIT II The Individual Determinants as Consumer**

**15 hrs**

Consumer Sensation and Perception: Perceptual encoding- Applications of Consumer Memory and Learning- Consumer Attitude Theories: Balance Theory, Congruity Theory, Cognitive Dissonance Theory – Multi Attribute Model

### **UNIT III Consumer Marketing**

**20 hrs**

Consumer Mood, Emotion and Involvement-Consumer Influence: Reference Group Influence and Opinion Leadership.

Definition – Importance of Marketing- Scope of Marketing-4 P's or Marketing Mix – Bases of Consumer Segmentation- Target Market

### **UNIT IV Marketing Communication**

**20 hrs**

Persuasive Communication in Consumer Behaviour – Developing Effective Communications – Developing and Managing an Advertising Program – Steps

in deciding on Media – Promotion mix: Personal selling-Advertising-Direct marketing-Sales Promotion –Sales Force and Public Relation.

## **UNIT V CONSUMER RESEARCH**

**15 hrs**

Consumer Decision Making Process: Need and Information Search- Alternate Evaluation and Choice- Consumption and Post Purchase behaviour  
Consumer Research- Approaches to Consumer Research-Methods to Study Consumer Research-

### **Practicum:**

*(Note: Minimum of any two practicum should be carried out)*

- Role play as opinion leaders in consumer market
- Persuasive communication activity as consumer and reference groups
- Survey on consumer psychology

**Distribution of Marks: Theory 100% and Problems 0%**

### **TEXT BOOKS:**

<b>S.No</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of Publication</b>
01	Schiffman,L.G and Joe Wisenblit& Ramesh Kumar.S	Consumer Behaviour ( 12 <sup>th</sup> Edition)	Pearson India Education Services, Delhi	2019
02	Dr.Roleux. A.Apruebo	Applied consumer Psychology (1 <sup>st</sup> Edition)	Rex book storer,Philip pinr	2005

### **REFERENCE BOOKS:**

S.No	Authors	Title	Publishers	Year of Publication
01	Cathrine.V.Jansson-Boyd	Consumer Psychology	McGraw Hill:Open University Press,London	2010
02	Del.I.Hawkins,rRobert.J.Best,Kenneth.A.Coney	Consumer Behaviour building marketing strategy(9 <sup>th</sup> Edition)	Tata MCgraw Hill	2008
03	Henry Assael,	Consumer Behavior and Marketing Action.(4 <sup>th</sup> Edition)	PWS-KENT Publication	1992
04	Curtis.P.Hugtvedt,Paul.M.Herr,Frank.R.Kardes	Handbook of Consumer Psychology	LEA,New York	2008
05	Gordon.R.Foxall,Ronald.E.Goldsmith and Stephen Brown	Consumer Psychology for Marketing(2 <sup>nd</sup> Edition)	International Thomson Business Press	2006

#### WEB SOURCES:

- ❖ <https://nptel.ac.in/courses/109/103/109103136/>
- ❖ <https://books.google.co.in/books?id=CxPHDwAAQBAJ&printsec=frontcover&dq=inauthor:%22Leon+G.+Schiffman%22&hl=en&sa=X&ved=0ahUK EwjwrNa7wNnpAhV06nMBHRaBC4cQ6wEIQDAC#v=onepage&q&f=false>
- ❖ <https://books.google.co.in/books?id=7-5MtjBpq3oC&printsec=frontcover&dq=consumer+psychology+books&hl=en&sa=X&ved=0ahUKEwj1YP4v9npAhXSW3wKHxvRBv0Q6AEIYTAH#v=onepage&q=consumer%20psychology%20books&f=false>
- ❖ <https://books.google.co.in/books?id=dLl2uDSLvLwC&printsec=frontcover&dq=consumer+psychology&hl=en&sa=X&ved=2ahUKEwjpstmT7sfqAh>

[Ui7XMBHekBBvcQ6AEwA3oECAUQAg#v=onepage&q=consumer%20psychology&f=false](https://books.google.co.in/books?id=4tQZIUkRQwAC&printsec=frontcover&dq=Consumer+Behavior&hl=en&sa=X&ved=0ahUKEwiC-o2ln-PpAhVTxjgGHXicDj4Q6AEISjAE#v=onepage&q=Consumer%20Behavior&f=false)

- ❖ <https://books.google.co.in/books?id=4tQZIUkRQwAC&printsec=frontcover&dq=Consumer+Behavior&hl=en&sa=X&ved=0ahUKEwiC-o2ln-PpAhVTxjgGHXicDj4Q6AEISjAE#v=onepage&q=Consumer%20Behavior&f=false>
- ❖ <https://courses.lumenlearning.com/wmopen-psychology/chapter/outcome-sensation-and-perception/>
- ❖ <http://consumerbehaviour4vtu.blogspot.com/2008/09/persuasive-communication.html?m=1>
- ❖ <https://www.lightercapital.com/blog/what-is-consumer-research-why-is-it-important/>
- ❖ <https://books.google.co.in/books?id=IWEFYahmVk8C&printsec=frontcover&dq=consumer+psychology&hl=en&sa=X&ved=2ahUKEwjpstmT7sfqAhUi7XMBHekBBvcQ6AEwAHoECAAQAg#v=onepage&q=consumer%20psychology&f=false>
- ❖ [https://books.google.co.in/books?id=6B20pJJ\\_LZMC&printsec=frontcover&dq=consumer+psychology&hl=en&sa=X&ved=2ahUKEwjpstmT7sfqAhUi7XMBHekBBvcQ6AEwAXoECAEQAg#v=onepage&q=consumer%20psychology&f=false](https://books.google.co.in/books?id=6B20pJJ_LZMC&printsec=frontcover&dq=consumer+psychology&hl=en&sa=X&ved=2ahUKEwjpstmT7sfqAhUi7XMBHekBBvcQ6AEwAXoECAEQAg#v=onepage&q=consumer%20psychology&f=false)

#### **TEACHING METHODOLOGIES:**

- Discussion
- Case study
- Visual aids
- Assignment and Seminar
- Peer teaching.

#### **SYLLABUS DESIGNERS:**

**01.Mrs.R.Safina Selva**

**02.Ms.Aarthi.D**

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