

The LNM Institute of Information Technology, Jaipur  
(Deemed-to-be-University)

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Course Information Form  
Department of Humanities and Social Sciences

### Consumer Psychology

Programme: B. Tech.

Course Category: HSS Elective

Lecture Hours: 40

Credits: 3

#### Course Overview

Consumer Psychology is an intriguing field that attempts to inquire the process individuals, groups, and organizations adopt in purchasing and selling of products, services or ideas. To interpret the decision making process of customers, consumer psychology employs an interdisciplinary approach and blends together the different concepts from psychology, sociology, social anthropology, economics and marketing. This course is an endeavour to familiarize students with certain key psychological processes that potentially influence buying behavior by employing instances from current research and some case studies.

#### Course Outcomes

Upon successful completion of this course, students should be able to:

1. Explain and apply the key terms, definitions, and concepts used in the study of consumer behaviour.
2. Demonstrate how as a marketer you can use your knowledge of consumer behaviour concepts to develop better marketing programs and strategies to influence those behaviours.
3. Critically evaluate the effectiveness of various advertisement and promotions and their attempts to influence the behaviours of individuals.
4. Analyse the trends in consumer behaviour, and apply them to the marketing of an actual product or service.
5. Understand the trends in online buying behaviour and apply them in developing marketing strategies for online consumer.

## Course Topics

Topics	Lecture Hours
UNIT 1 – <i>Introduction to Consumer Psychology</i>	6
<p><i>Introduction:</i> Definition, Consumer and Customers, Buyers and Users.</p> <p><i>Segmentation:</i> Requirements for Effective Segmentation, Bases for Segmentation, Determining How Many Segments to Enter</p> <p><i>Product Positioning:</i> Positioning Strategy, Positioning Approaches, Positioning Errors</p>	
UNIT 2 – <i>Consumer as an Individual</i>	11
<p><i>Consumer Motivation:</i> Needs and Goals, Motivational Conflict, Defense Mechanisms, Motive Arousal, Motivational Theories, Maslow's hierarchy of needs and Motivation Research</p> <p><i>Consumer Perception:</i> Sensation (Exposure to Stimuli), Perceptual Selection, Perceptual Organisation, Factors that Distort Individual Perception, Price Perceptions, Perceived Product and Service Quality, Consumer's Perceptions of Risk</p> <p><i>Consumer Learning, Memory and Involvement:</i> Components of Learning, Behavioral Theory, Cognitive Learning Theory, Memory System, Memory Process, Concept of Involvement, Dimensions of Involvement, Involvement and Types of Consumer Behavior, Elaboration Likelihood Model, Social Judgment Theory, Brand Loyalty and Brand Equity</p> <p><i>Consumer Attitudes:</i> Formation of Attitude Functions of Attitude, Attitude Models, Factors that Inhibit Relationship between Beliefs, Feelings and Behaviour, Learning Attitudes, Changing Attitudes, Attitude Change Strategies</p>	
UNIT 3 – <i>Consumer in the Society</i>	11
<p><i>Social Class:</i> Nature of Social Class, Social Class Categories, Money and Other Status Symbols</p> <p><i>Group Influence:</i> Source of Group Influences, Types of Reference Groups, Nature of Reference Groups, reference Group Influences, Applications of Reference Group Influences, Conformity to Group Norms and Behaviour</p> <p><i>Family Influence:</i> Family Life Cycle Stages, nature of Family Purchases and Decision-making, Spouse Influences, Parent-child Influences, Consumer Socialization of Children, word-of-Mouth Communications within Groups, Opinion Leadership</p>	

<i>Cultural Influence:</i> Introduction, Characteristics of Culture, Values, Sub-cultures, Cross-cultural Influences, Cultural Differences in Non-verbal Communications	
<b>UNIT 4 – Consumer Decision Making and Choice</b>	<b>7</b>
<i>Decision Making:</i> Nature of Situational Influence, Situational Variables, Types of Consumer Decisions, Nicosia Model of Consumer Decision-making (Conflict Model), Miniard Model (Open System) <i>Choice:</i> Deciding and choosing, too many choices- good or bad	
<b>UNIT 5 – Online Buying Behavior</b>	<b>5</b>
Online consumer behavior process, Factors in online customer behavior and Filtering elements.	

## References

### Textbook

1. Leon Schiffman, Leslie Lazar Kanuk, & S. Ramesh Kumar, *Consumer Behavior*, Person (11<sup>th</sup> edition, 2015).

### Reference Books

2. Michaela Wankee, *Social Psychology of Consumer Behavior*, Psychology Press Taylor & Francis Group, (2009).
3. Barry Schwartz, *The Paradox of Choice – Why More is Less*, Harper Collins Publishers Inc., NY (2004).
4. Henry Assael, *Consumer Behavior and Marketing Action*, Cengage Learning (2007).
5. Lecture notes and various Journal papers (will provide before the class).

### Additional Resources

6. Video Lectures (NPTEL, TEDx Talks)
7. Web Resources

## Evaluation Method

<i>Items</i>	<i>Weightage</i>
Quizzes, Presentation, Case Studies	25
Mid-term	30
Final Examination	45

**Prepared By:** Dr. Anu Malik