



SYMBIOSIS

Symbiosis College of Arts and Commerce

(An Autonomous College Affiliated to University of Pune)

Subject code	Semester	I	II	III	IV	V	VI	M.Com.	I	II	III	IV
Title of Subject	CONSUMER PSYCHOLOGY (Honours Core Paper III)											
Objectives	1) To introduce the concept of Consumer Psychology and 2) To help the understand consumer modelling 3) To enable the students understand the internal and external factors in consumer behavior 4) To make the students understand the processes involved in Consumer Decision Process											
Unit	Contents of the syllabus											Number of Lectures
1	Title of the topic : INTRODUCTION OF CONSUMER PSYCHOLOGY 1.1 Concept and need for studying consumer behavior 1.2 Understanding the Diversity of consumer behavior 1.3 The value of consumer research 1.4 Application: consumer behavior and marketing management											14
2	Title of the topic : CONSUMER MODELLING 2.1 Learning model 2.2 Psychoanalytic model 2.3 The sociological model 2.4 Application: Webster and wind model of organizational buying behaviour											14
3	Title of the topic : PERCEPTION AND CONSUMER BEHAVIOUR 3.1 Meaning of perception & related terms 3.2 External and internal factors 3.3 The perceptual process & factors responsible for perceptual distortion 3.4 Application: consumer imagery											12
4	Title of the topic : CONSUMER DECISION PROCESS 4.1 Situational Influences 4.2 Consumer Decision Process and Problem Recognition 4.3 Information Search 4.4 Alternative Evaluation and Purchase 4.5 Social influence on consumer behavior											14
	Total Number of Lectures											54
Suggested Reference Books: <ol style="list-style-type: none"> 1. Consumer Behavior – Building Marketing Strategy, tenth edition. Hawkins, Mothersbaugh, Best; McGraw-Hill, 2007. ISBN-10: 0-07-310137-0 2. Curtis P Haugtvedt -Curtis P Haugtvedt- Handbook of Consumer Psychology, Psychology Press 3. Barrie Gunter- The Psychology of Consumer Profiling in a Digital Age. Routledge 												

Suggested Journals

1. Psychological studies
2. Journal of Applied psychology
3. Journal of Consumer Psychology

Web sites:

1. Jstor.com
2. science direct.com