ST. JOSEPH’S COLLEGE FOR WOMEN (AUTONOMOUS), VISAKHAPATNAM

V SEMESTER **PSYCHOLOGY** Time: Hrs/Week

PSY-E2-5604(4) **CONSUMER BEHAVIOR**  Max.Marks:100

w.e.f 2022 -23 (“20AH”) **SYLLABUS**

1. **Aim and objectives of Course (Title of the course):**

The course consists of five units. Hours allotted may be 4 theory and 2 practical hours per week. CONSUMER BEHAVIOR is a theoretical course designed to provide a knowledge which includes the study of Behaviour of counsumer, market research, motivation , advertisement and promotion

1. Learning outcomes of Course (in consonance with the Bloom’s Taxonomy):

The course consists of five units. Hours allotted may be 4 theory and 2 practical hours per week.

* 1. To understand concept of consumer behavior and market research
  2. To comprehend the economic, social and psychological theory of buying motives.
  3. To study the effect of advertising, scale promotion.

1. Detailed Syllabus: Five units (i.e., each unit having 12 hours of class work)

**UNIT-I:** **CONSUMER BEHAVIOR:** meaning of consumer behavior – importance study of consumer behavior needs for developing consumer behavior

**UNIT-II: MARKETING RESEARCH:** Meaning of marketing consumer behavior and marketing research --- types of market, consumer research methods: - primary Vs secondary research methods --- survey and technics --- observation method -experimental methods.

**UNIT-III: CONSUMER MOTIVATION**: Nature of consumer motivation – need vs wants, buyer motivation, stages of the consumer buying process – types of consumers buying behavior.

**UNIT-IV: ADVERTISING:** Advertising process, types of advertising: digital – radio – online – covert – press- mobile bill board- in stores advertise, street advertise – celebrity brand roller advertising –technics of advertising – stages of advertising

**UNIT-V: SALES PROMOTION:** Strategies – sale men ship – sale process – Packing essentials of packing, advantage of packing, kinds of labeling, Branding – Function of branding – importance of branding

**Practicum :** Consumer involvement scale,

1. purchase involvement scale,
2. Dexterity tests,
3. Work values inventories.

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**Reference:**

* + 1. Top Consumer behavior Dr. M.M. Prasad, Top Publications, educational publishers, chowerybaza”r, Delhi.
    2. Industrial organizational Psychology “Dr. K. Chandraiah, Student helpline ”Publishing House(p) Ltd., Hyderabad. First ed., 2012.

3. Recommended Co-curricular activities:(Co-curricular Activities should not promote copying from text book or from others’ work and shall encourage self/independent and group learning)

A. Measurable:

* + 1. Assignments on:
    2. Student seminars (Individual presentation of papers) on topics relating to:
    3. Quiz Programmes on:
    4. Individual Field Studies/projects:
    5. Group discussion on:
    6. Group/Team Projects on:
  1. General
     1. Collection of news reports and maintaining a record of paper-cuttings relating to topics covered in syllabus
     2. Group Discussions on:
     3. Watching TV discussions and preparing summary points recording personal observations etc., under guidance from the Lecturers
     4. Any similar activities with imaginative thinking.

Recommended Continuous Assessment methods:

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