

AC – 20/05/2025
Item No. – 5.50(N) 6 (f)



NEP-2020

**Syllabus for Basket of Open Elective (OE)
Vertical 3**

Faculty of <u>Humanities</u>	
Board of Studies in Psychology	
UG Second Year Programme	
Semester	IV
Title of Paper	Credits
Psychology of Consumer behavior	2
From the Academic Year	2025-26

Sr. No.	Heading	Particulars
1	Description the course:	The course contains various components of Psychology of Consumer Behaviors , for the students who are opting the Open Elective (OE) course for two credits . The topics covered in the course include concepts related to consumer behaviour, Historical Perspectives, Research Methods, and Motivation as a Psychological Force & Consumer Needs.
2	Vertical:	Major/Minor/Open Elective /Skill Enhancement / Ability Enhancement/Indian Knowledge System (Choose By ✓)
3	Type:	Theory
4	Credit:	2 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: (List some of the course objectives) <ol style="list-style-type: none"> 1) To understand the consumer behavior in psychology; types of consumers and model of consumer decision making. 2) To understand the consumer motivation & Emotion and different types of Psychological Forces influencing consumer. 	
8	Course Outcomes: (List some of the course outcomes) <ol style="list-style-type: none"> 1) Describe, explain, and apply consumer behavior and its types and model of consumer decision making to real life. 2) Evaluate role of dynamics motives in real life and apply motivation as a Psychological Force to daily consumer decisions. 	

9	Modules:- Per credit One module
	Module 1: Introduction to consumer behavior
	<ul style="list-style-type: none"> a) Why study consumer behavior? b) Historical Perspectives on Consumer behavior- c) Consumer behavior & Brand success – consumer value, satisfaction, trust & retention d) Theories of Consumer Psychology – e) Advertisement: Psychology of consumer
	Module 2: Consumer Motivation & Emotion –
	<ul style="list-style-type: none"> a) What is consumer motivation & Emotion? b) Motivation as a Psychological Force – Needs, Goals & Rational Versus Emotional Motives c) Motivational Theories and Consumer Behaviour d) Emotional Influences on Consumer Decision Making e) Maslow's Hierarchy of Needs and Consumer Needs
10	Text Books: <ol style="list-style-type: none"> 1. Leon G & Joseph W. (2015), 10TH Edition, Consumer Behaviour. Delhi: Pearson Publication. 2. Leon G & Leslie L. (1997), 6TH Edition, Consumer Behaviour. Delhi: Prentice Hall of India Publication. 3. Solomon, M. R. (2019). Consumer Behavior: Buying, Having, and Being. Pearson. 4. Del I. Hawkins, David L. Mothersbaugh, Roger J. Best. Consumer Behavior: Building Marketing Strategy. McGraw-Hill Education 5. Hayden Noel (2023) Consumer Behaviour.
11	Reference Books: <ol style="list-style-type: none"> 1. Schiffman, L. G., & Kanuk, L. L. (2010). Consumer Behavior. Pearson Education India. 2. Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2006). Consumer Behavior. Thomson/South-Western. 3. Kotler, P., & Keller, K. L. (2015). Marketing Management (15th ed.). Pearson. 4. Belch, G. E., & Belch, M. A. (2018). Advertising and Promotion: An Integrated Marketing Communications Perspective (11th ed.). McGraw-Hill Education. 5. Schiffman, L. G., Hansen, H., & Kanuk, L. L. (2013). Consumer Behavior: A European

	<p>Outlook. Pearson.</p> <p>6. Foxall, G. R. (2014). Consumer Behaviour: A Practical Guide. Routledge.</p> <p>7. Szwajkowski, E. (2018). Understanding Consumer Behavior: A Marketing Perspective. Springer.</p> <p>8. Blythe, J. (2013). Consumer Behaviour (2nd ed.). SAGE Publications Ltd.</p> <p>9. Hoyer, W. D., & MacInnis, D. J. (2016). Consumer Behavior (7th ed.). Cengage Learning.</p>																
12	Internal Continuous Assessment: 40%	External, Semester End Examination: 60% Individual Passing in Internal and External Examination : 40%															
13	Continuous Evaluation through:	Continuous Internal Evaluation (CIE) Marks: 20 a) Question Paper Pattern for Class Test Examination (10 Marks) <table border="1"> <thead> <tr> <th>Question No.</th><th>Particular</th><th>Marks</th></tr> </thead> <tbody> <tr> <td>1</td><td>Fill in the Blanks/ match pairs/ MCQ/True False (All are compulsory)</td><td>5</td></tr> <tr> <td>2</td><td>Short Notes (Any <u>one</u> out of three)</td><td>5</td></tr> </tbody> </table> b) Completion of following activities as a part of CIE (10 Marks) <table border="1"> <thead> <tr> <th>Sr. No.</th><th>Particular</th><th>Marks</th></tr> </thead> <tbody> <tr> <td>1</td><td>Classroom Presentations/ Assignments /Movie Review / Essay Submission/ Book review/ Field Visit Report / Educational Activity Report</td><td>10</td></tr> </tbody> </table>	Question No.	Particular	Marks	1	Fill in the Blanks/ match pairs/ MCQ/True False (All are compulsory)	5	2	Short Notes (Any <u>one</u> out of three)	5	Sr. No.	Particular	Marks	1	Classroom Presentations/ Assignments /Movie Review / Essay Submission/ Book review/ Field Visit Report / Educational Activity Report	10
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14	Format of Question Paper: for the final examination External / Semester End Examination Q.1 Fill in the blanks/ match/ pairs/ MCQ/True False (Based on all units). Marks 10 Q.2 Essay Type Questions (Attempt Any One out of Two Based on Unit I). Marks 10 Q.3 Short Notes/Problem (Attempt Any Two out of Four Based on Unit II). Marks 10																

Sd /-

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Prof. Dr. Vivek
Belhekar
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