

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



NEP-2020

Syllabus for Open Elective (OE)

Syllabus for Open Elective (OE)	
Board of Studies in Psychology	
UG Second Year Programme (Psychology)	
Semester	IV
Title of Paper	Credits -2
I) Psychology of Consumer behavior	
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) 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) 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
	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 –
	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: 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: 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

	Outlook. Pearson. 6. Foxall, G. R. (2014). Consumer Behaviour: A Practical Guide. Routledge. 7. Peter, J. P., & Olson, J. C. (2010). Consumer Behavior and Marketing Strategy (9th ed.). McGraw-Hill Education. 8. Szwajkowski, E. (2018). Understanding Consumer Behavior: A Marketing Perspective. Springer. 9. Blythe, J. (2013). Consumer Behaviour (2nd ed.). SAGE Publications Ltd. 10. Ratchford, B. T. (2007). Handbook of Consumer Behavior (4th ed.). Prentice Hall. 11. Hoyer, W. D., & MacInnis, D. J. (2016). Consumer Behavior (7th ed.). Cengage Learning.	
12	Internal Continuous Assessment: 40%	External, Semester End Examination: 60% Individual Passing in Internal and External Examination : 40%
13	Continuous Evaluation through:	Book Review, Poster Presentation, Class Tests, Project, Role play, Creative writing, Movie Review & Assignment etc.(at least 3)
14	Format of Question Paper: for the final examination As per the University guidelines.	

Sd/-

**Sign of the BOS
Chairman
Dr. Vivek Belhekar
Board of Studies in
Psychology**

Sd/-

**Sign of the Offg.
Associate Dean
Dr. Suchitra Naik
Faculty of
Humanities**

Sd/-

**Sign of the Offg.
Associate Dean
Dr. Manisha Karne
Faculty of
Humanities**

Sd/-

**Sign of the Offg.
Dean
Prof. Dr. Anil Singh
Faculty of
Humanities**