



MTM College of Arts, Science and Commerce, Veliyancode

Department of Commerce and Management Studies

Certificate Course

Consumer Psychology

Course Code: MTMCM01

Total hours: 30 hours

Course evaluation: Written Exam- 50 marks

Internal Exam 25 marks

Course Description

This course is designed to study how consumers behave on the market and what the consequences of the various behavior patterns. Additionally, the present course also looks at various psychological factors that shape the behaviors and actions of the consumer in the global market. This course provides an insight into consumer behavior and the factors which influence the behavior of consumers.

Course Learning Outcomes

- Explain what consumer behavior is, its nature and classification
 - Describe the importance of consumer behavior and the forces that drive change in it.
 - Understand better ways to segment, needs and motivation dynamics
 - Decode how personality, perception and attitude shape buying behavior
 - Apply research methodologies involved in data collection & analysis for both
 - consumer research - quantitative & qualitative
 - Know everything about the diffusion and Adoption of New Products & Consumer
 - Apply learning in their strategic marketing initiatives.
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Syllabus

Module 1

- Introduction to Consumer Psychology
- Overview of foundation of consumer behaviour (10 hours)

Module 2

- Consumer Decision Making
- Need and Information Search
- Alternative Evaluation & Search
- Market Segmentation & Target Marketing
- Target Positioning
- Consumption & Post Purchase Behaviour (10 hours)

Module 3

- The Individual Perception
- Memory & Learning
- Mood, Emotion & Involvement
- Consumer Attitude
- Marketing Communications (10 hours)

Reference:-

1. Henry Asseal, Consumer Behavior and Marketing Action, Cengage Learning
2. Jay Lindquist, Consumer Behavior, Cengage Learning