



# PSY363e Psychology of Consumer Behaviour

**Level:** 3

**Credit Units:** 5 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY SEMESTER

**E-Learning:** BLENDED - Learning is done MAINLY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. This is supplemented with SOME face-to-face sessions. If the course has an exam component, this will be administered on-campus.

## **Synopsis:**

Consumer psychology is an applied social science discipline that draws on theories and concepts of psychology to study why people buy things. Consumer psychologists try to find the underlying cognitive processes and behaviours that can help to explain consumers' choices; and how consumers respond to the influences of marketing persuasions and external stimuli in their buying decisions.

The main strategy of this course is to evaluate and debate on the ways consumer activities are associated with the purchase, use, and disposal of goods and services, including the consumer's emotional, mental, and behavioural responses that precede and follow these activities. The course will highlight on how environmental influences can shape consumer's perception, information processing, and decision making. It examines branding strategies needed to reach targeted consumers, in both traditional and online platforms.

Students will have the opportunity to study and frame psychological theories on the cognitive processes and behaviours that motivate buying decisions. By the end of the course, students should be able to use psychological concepts to understand, explain and anticipate consumer behaviour, and to critically evaluate how consumer behaviour fits into the larger field of marketing and psychology.

This course on consumer psychology focuses on research-based approaches in understanding consumer decision making processes.

## **Topics:**

- The Study of Consumer Behaviour
- Consumer Segmentation and Positioning
- Overview of Consumer Decision Making
- Consumer Evaluation and Choice
- Consumer Perception and Attention
- Affect and Motivation
- Automatic Information Processing
- The Role of Personality and Self-Concept
- The Role of Values and Culture
- Persuasion through Social Influence
- Consumer Behaviour Online
- Consumer Behaviour and Branding Strategy

## **Textbooks:**

Kardes, F. R., Cline, T. W., & Cronley, M. L.: Consumer behavior: Science and practice. (eText) (2nd edition). Cincinnati, OH: South-Western, Cengage Learning.  
ISBN-13: 9789814732383

Kardes, F. R., Cline, T. W., & Cronley, M. L.: Consumer behavior: Science and practice. (eText) (2nd edition). Cincinnati, OH: South-Western, Cengage Learning.  
ISBN-13: 9789814732383-AA

**Learning Outcome:**

- Examine theories related to the study of consumer behaviour.
- Appraise the factors related to consumer decision making.
- Discuss the factors that influence how consumers process information.
- Evaluate the influence of the social environment and contemporary strategies for marketers.
- Demonstrate critical and analytical skills in analysing the effectiveness of techniques and strategies used in the psychology of consumer behaviour.
- Apply principles from the psychology of consumer behaviour in conducting a qualitative study.

**Assessment Strategies:**

<b>Continuous Assessment Component</b>	<b>Weightage (%)</b>
PRE-CLASS QUIZ	5
PRE-CLASS QUIZ	5
TUTOR-MARKED ASSIGNMENT	20
TUTOR-MARKED ASSIGNMENT	20
<b>Sub-Total</b>	<b>50</b>

<b>Examinable Component</b>	<b>Weightage (%)</b>
Written Exam	50
<b>Sub-Total</b>	<b>50</b>

**Weightage Total** **100**