

DISCIPLINE SPECIFIC ELECTIVE COURSE – 13: CONSUMER BEHAVIOUR

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
DSE-13 Consumer Behaviour	4	3	1	0	Passed Class 12 th	Nil

Learning Objectives

The Learning Objectives of this course are as follows:

- To understand the psychological underpinnings of consumer behavior.
- To analyze the role of emotions, motivations, and biases in consumer decisions.
- To evaluate the impact of social, cultural, and technological factors on consumer choices.
- To explore contemporary issues like sustainability, ethical consumption, and digital transformation in consumer behavior.

Learning Outcomes

By studying this course, the students will be able to:

- Understand key theories and models in consumer psychology.
- Identify and explain how cognitive biases, emotions, and social factors shape consumer decisions and post-purchase behavior.
- Develop consumer-centered marketing strategies by applying psychological principles, particularly in digital and social media contexts.
- Analyze trends like sustainability, ethical consumption, and the role of AI in consumer behavior, considering their psychological impact and ethical implications.

SYLLABUS OF DSE 13

UNIT 1

(11 Hours)

Introduction

Consumer and Consumer behaviour; History of consumer psychology; Scope of consumer psychology; Consumer Decision Making Process: Need, Information Search, Alternate Evaluation, Decision rules, Post-purchase behaviour; Consumer happiness

UNIT 2 (12 Hours)

Psychological Mechanisms in Consumer Behaviour

Consumer motivation; Role of affect and emotion in consumption; Cognitive biases in consumer choices; Consumer attitude formation and change

UNIT 3 (11 Hours)

Social and Cultural Influences on Consumer Behaviour

Reference Groups and Aspirational Groups; Cultural Norms and Values in Consumption; Role of Advertising and Media in Shaping Consumer Culture; Sustainability and Ethical Consumption

UNIT 4 (11 Hours)

Contemporary Trends and Issues in Consumer Behaviour

Personalization in E-commerce; Social Media Influencers and Consumer Preferences; Green Consumption and Ethical Decision Making; Consumer Choice and artificial intelligence

Practical component – NIL

Tutorial component - (15 Hours)
Suggestive Tutorial Activities

- Consumer Behaviour Timeline and its interdisciplinary influences
- Apply decision making models on real life consumer decision making scenarios
- Discuss real-world marketing campaigns that use psychological principles to influence consumer decisions
- Role-playing exercise to understand the emotional drivers of consumer choices.
- Investigate how cognitive biases (e.g., anchoring, framing) affect decision-making through experiments
- Debate on post-purchase rationalization, ethical consumption, sustainability
- Research to explore how culture influences consumer behaviour
- Analyze how advertisements target social identity, values, and emotions
- Case study of a successful influencer campaign

Essential/recommended readings

Goldsmith, E.B. (2015). *Social Influence and Sustainable Consumption*. Springer International Publishing. <https://doi.org/10.1007/978-3-319-20738-4>

Hagtvedt, C. P., Herr, P. M., & Kardes, F. R. (Eds.). (2008). *Handbook of Consumer Psychology*. NY: Psychology Press.

Jansson-Boyd, C. V. (2010). *Consumer Psychology*. England: Open University Press.

Kumar, S.R. (2017). *Consumer behaviour: The Indian context (Concepts and cases)* 2nd ed. India: Pearson India Education Services Pvt. Ltd

Schiffman, L.G. & Wisenblit, J. (2019). *Consumer behaviour* (12th ed.). NY: Pearson Education

Solomon, M.R. (2013). *Consumer behaviour: Buying, having and being* 10th ed. England: Pearson Education Limited.

Tuten, T.L., & Solomon, M.R. (2018). *Social Media Marketing*, 3rd ed. Sage Publications Ltd.

Suggestive readings

André, Q., Carmon, Z., Wertenbroch, K. et al. (2018). Consumer Choice and Autonomy in the Age of Artificial Intelligence and Big Data. *Customer Needs and Solutions*. 5, 28–37. <https://doi.org/10.1007/s40547-017-0085-8>

Chandra, S., Verma, S., Lim, W. M., Kumar, S., & Donthu, N. (2022). Personalization in personalized marketing: Trends and ways forward. *Psychology & Marketing*, 39, 1529–1562. <https://doi.org/10.1002/mar.21670>

Foxall, G.R. (2015). *Consumer behaviour: A practical guide*. London & NY: Routledge

Noel, H. (2009). *Consumer behaviour*. Switzerland: AVA Publishing

Peattie, K. (2010). Green Consumption: Behavior and Norms. *Annual Review of Environment and Resources*. <http://dx.doi.org/10.1146/annurev-environ-032609-094328>

Reczek, R.W., Irwin, J.R. (2015). Ethical Consumption. In: Norton, M.I., Rucker, D.D., Lamberton, C. eds. *The Cambridge Handbook of Consumer Psychology*. Cambridge Handbooks in Psychology. Cambridge University Press.

Wanke, M. (Ed.). (2009). *Social psychology of consumer behaviour*. NY: Taylor & Francis Group.

Young, B. (2018). *Consumer psychology: A life span developmental approach*. UK: Palgrave Macmillan

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.