

## DISCIPLINE SPECIFIC ELECTIVE COURSE 11 (DSE-11): Understanding Consumers

### 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		
<b>Understanding Consumers (DSE 11)</b>	<b>4</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>Class 12</b>	<b>None</b>

### Learning Objectives

The course aims at:

- To understand psyche of a consumer and his personality traits
- To apply theories to learn and predict consumer behaviour
- To learn culture role and dynamics of Family and Consumer socialization
- To analyse consumer decision making process and diffusion of innovation

### Learning outcomes

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

- Understand personality theories and their applications to consumer psychology.
- Analyse consumer perception in advertising through psychology based theories of perception.
- Understand behavioural learning theories and consumer attitude formation in the context of advertisements.
- Understand the role of opinion leaders, family and culture in consumer decisions.
- Identify the use of consumer behaviour concepts in prevalent advertisements.

### SYLLABUS OF DSE-11

#### **Unit 1: Personality, Perception and Positioning (12 hours)**

Freudian Theory, Neo-Freudian theory of personality; Personality traits; Anthropomorphism; Self-Perception; Sensory information, Absolute and differential thresholds; Perceptual Selection, Perceptual Organisation, Interpretation of cues and imagery, Risk perception; Positioning and Repositioning (including use of perceptual mapping).

#### **Unit 2. Consumer Learning and Attitude (12hours)**

Elements, Behavioural learning theories (Classical, Instrumental, Observational); Information processing; Cognitive learning theory, Consumer involvement and hemispheric lateralisation; Recognition and recall measures. Consumer attitude formation; Tri-

component attitude model; Attitudes motivational functions; Elaboration Likelihood Model; Cognitive dissonance and conflict resolution; Causality and attribution theory.

**Unit 3. Persuasion, Social Setting and Culture (9hours)**

Broadcasted versus Addressable messages, message structure, persuasive appeals; Credibility and persuasive power of reference groups, Opinion leaders (influencers), Word-of-mouth strategic applications  
Family and consumer Socialization; family decision making and members' roles; Culture's role and dynamics; Learning Cultural Values; Measuring values; Core values.

**Unit 4. Consumer Decision-Making and Diffusion of Innovations (12 hours)**

Consumer decision making: need recognition, decision spectrum, pre-purchase search, evaluation, decision rules, rules and marketing strategy, incomplete information, post-purchase evaluation- brand loyalty, disconfirmation of expectations; Consumer gifting behaviour; Diffusion, Types of innovation, Features affecting adoption, Adoption process.

**Essential/recommended readings**

1. Schiffman, Leon G., Kanuk, Leslie Lazar.,Kumar, S. Ramesh. Consumer Behaviour. 12th ed. Pearson Publications.

**Additional References:**

1. Hawkins, Roger J., Best, Kenneth A., Coney. Consumer Behaviour: Building Marketing Startegy. Tata McgrawHill.
2. Solomon, Michael. Consumer Behaviour: Buying, Having and Being. 12<sup>th</sup> ed. Pearson Publications.
3. Nair, Suja. Consumer Behaviour in Indian Perspective. Himalaya Publications.
4. Kumar, S Ramesh. Conceptual Issues in Consumer Behaviour. Pearson Publication.
5. Sheth, Jagdish N., Mittal, Banwari. Customer Behaviour: A Managerial Perspective. Thomson Publication.

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