

PSY363 Psychology of Consumer Behaviour

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY SEMESTER

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 Science of Consumer Behaviour
- Consumer Segmentation, Positioning and Perceptual Mapping
- Consumer Perception and Attention
- Affect and Motivation
- Attitude and judgment formation
- Automatic information processing
- Consumer decision making process
- Product consideration, evaluation and choice
- Social influence and behavioural compliance
- The influence of culture and values
- 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

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 (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-CLASS QUIZ 1	5
	PRE-CLASS QUIZ 2	5
	TUTOR-MARKED ASSIGNMENT 1	20
	TUTOR-MARKED ASSIGNMENT 2	20
Overall Examinable Components	ECA	50
Total		100