

**SARDAR PATEL UNIVERSITY**  
**Programme & Subject: M.A (Psychology)**  
**Semester: III**  
**Syllabus with Effect from: June - 2014**

<b>Paper Code: PA03EPSY02</b>	<b>Total Credit: 4</b>
<b>Title Of Paper: Consumer Behaviour Psychology</b>	

Unit	Description in detail	Weightage (%)
I	What is consumer behavior, Introduction, Why we study consumer behavior, the role of consumer Research, Development of the Marketing concept, Market Segmentation, Targeting and product positioning, The role of consumer behavior in strategic planning, Market segmentation.	25%
II	Consumer Needs and Motivation, Concept of Motivation, The dynamic nature of Motivation, Types and system of needs, The measurement of Motives, Motivational research, Motivation and appeals	25%
III	Attitude and communication in consumer behavior, Communication structure and process, attitudes, structural models of a attitudes, the measurement of attitude, Consumer attitude.	25%
IV	Consumers in their social and cultural settings, Group, Types of groups, Reference groups, Family, Function of the family, The family life cycle.	25%

**Basic Text & Reference Books:-**

- Consumer Behavior By-Leon G. Schiffman, Leslte lazar Kanuk, Third Edition, Prentice – Hall of India, New Delhi, 1988.
- Industrial & Organizational Behavior by Arunkumar Sinha in Hindi

