



O.P. Jindal Global University

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NAAC Accreditation - 'A' Grade



Consumer Psychology

Prof. (Dr.) Pulkit Khanna

Jindal Institute of Behavioural Sciences (JIBS)

3 Credit Course

FALL SEMESTER 2026

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Office Hours: with prior appointment only.

PART 1

Course Title: Consumer Psychology	
Course code	BE-E-0053
Course Duration	1 Semester
No. of credit units	3
Level	UG & PG
Pre-Requisites	Nil
Pre-Cursors	Nil
Equivalent Courses	Nil
Exclusive Courses	Nil
Class Timing	
Classroom	

PART 2

Course Description

"...nothing is so powerful as an insight into human nature, what compulsions drive a man, what instincts dominate his action, even though his language so often camouflages what really motivates him. For if you know these things about a man you can touch him at the core of his being."

Bill Bernbach

Consumer Psychology is important to understand behaviour of the buyer, and enable organizations to make innovative products and create effective communication messages. Consumer Psychology draws on the fields of psychology, marketing, and communications. It explore how people respond to information and experiences related to certain products and services. The purpose of this course is to deliver a working knowledge of relevant theories and research findings in the area of behavioural science. The course is not just about learning the material, rather to integrate and apply the material. The primary goal of the course is to investigate how consumers make their choices and respond to marketing campaigns. This course covers the following topics in depth: consumer information processing, consumer socialization, motivation. perception, persuasion, attitude, affect, hedonics social marketing and neuromarketing. This course will prepare students for career building in both disciplines either a successful career in marketing or a more general applied psychological theory to the world of business.

Course Aim

1. To understand consumer behaviour from a psychologically informed lens.
2. To apply psychological principles to maximize desired outcomes.
3. To effectively navigate everyday challenges as a consumer.

Course Intended Learning Outcomes:

The learning objectives are:

1. Understand relevant theories and research in behavioural sciences to understand and influence consumer behaviour.
2. Understanding the major effects on consumer psychology as facilitated by internal perceptual, cognitive, and social psychological processes. This includes goal motivations, perception, persuasion and congruence with brand characteristics that initiate decision-making.
3. Understanding the role of intrinsic and extrinsic factors on the consumer buying behaviour.
4. Apply consumer behaviour research findings while designing and evaluating marketing strategies.

Assessment Process: The assessment of this course will be done as per the following bifurcation:

10% for Class Participation

20% for Group Submission

40% for Individual Assignments (Reflection Paper, Quiz)

30% for End Semester Exam (Closed book and timed)

Grading Scale

Letter Grade	Percentage of Marks	Grade Points	Interpretation
O	80 and above	8	Outstanding: Exceptional knowledge of the subject matter, thorough understanding of issues; ability to synthesize ideas, rules and principles and extraordinary critical and analytical ability
A+	75-79	7.5	Excellent: Sound knowledge of the subject matter, thorough understanding of issues; ability to synthesize ideas, rules and principles and critical and analytical ability.
A	70-74	7	Very Good: Sound knowledge of the subject matter, excellent organizational capacity, ability to synthesize ideas, rules and principles, critically analyse existing material and originality in thinking and presentation.
A-	65-69	6	Good: Good understanding of the subject matter, ability to identify issues and provide balanced solutions to problems and good critical and analytical skills.
B+	60-64	5	Fair: Average understanding of the subject matter, limited ability to identify issues and provide solutions to problems and reasonable critical and analytical skills
B	55-59	4	Acceptable: Adequate knowledge of the subject matter to go to the next level of the study and reasonable critical and analytical skills.
B-	50-54	3	Marginal: Limited knowledge of the subject matter and irrelevant use of materials, and poor critical and analytical skills.
P1	45-49	2	Pass 1: Pass with Basic understanding of the subject matter.
P2	40-44	1	Pass 2: Pass with Rudimentary understanding of the subject matter.
F	Below 40	0	Fail: Poor comprehension of the subject matter; poor critical and analytical skills and marginal use of the relevant materials. Will require repeating the course.

Couse Outline:

Week	Topic	Brief
1	Introduction to Consumer Psychology	<ul style="list-style-type: none">• Definition of Consumer Psychology• Scope of Consumer Behaviour Psychology• Introduction of Consumer psychology concepts
2	Consumer Information Processing	<ul style="list-style-type: none">• Consumer Information processing• Types of Buying Decision Behaviour• Consumer Socialization• Consumer Journey
3	Underlying Motivations and Needs of Consumers	<ul style="list-style-type: none">• The Decision Making process with relevant theories of Motivation and Need• Maslow's Hierarchy of Needs• Role of Motivation and High Impact motivators used by marketers
4	Consumer Memory and Attention	<ul style="list-style-type: none">• Understanding of Consumer memory and its process• How consumer learn information• Consumer Attention through Behavioural, Social and Cognitive theories of learning• Information Retention and Forgetting
5	Role of Perception and Psychology of Design and Aesthetic	<ul style="list-style-type: none">• Consumer Perception and its function• Gestalt Theory of Perception• Role of aesthetic in product design• psychology of Colour, shape and typography in brand design and logo design
6	Consumer Attitude and Affect	<ul style="list-style-type: none">• Consumer Attitude and Attitude change• Functional theory of Attitude• Emotional Branding and role of Storytelling in Marketing
7	Consumer Persuasion	<ul style="list-style-type: none">• Understanding Consumer Persuasion• Elaboration likelihood model of persuasion• How to change people's mind: REDUCE Model
8	Role of product preferences, price and place	<ul style="list-style-type: none">• Price Psychology• Role of store environment and layout• Loss Aversion, Endowment Effect and Psychological Ownership

9	Role of Consumer Psychology in Building brand Equity	<ul style="list-style-type: none"> • Introduction to brand equity • Components of Brand Equity • Role of consumer psychology in Building Brand Equity
10	Consumer in the Digital World	<ul style="list-style-type: none"> • Definition of New Consumer • Social Media Marketing Strategy from the Consumer psychology perspective • How to use social media to form habit forming product
11	Advertisements	<ul style="list-style-type: none"> • Unique Selling Proposition • Placebo Effect in advertisement • Making marketing go viral using psychology • Different appeal in advertisement
12	Neuromarketing	<ul style="list-style-type: none"> • Relation of music, touch, taste and environment in consumer cognition • understanding the perception as aspect of consumer dynamic buying behaviour • How brain matters to branding?
13	Impulsive and Compulsive buying	<ul style="list-style-type: none"> • Factors influence compulsive and Impulsive buying • The Gruen Effect • Compulsive buying disorder
14	Review Session	<ul style="list-style-type: none"> • Revision and review of concepts taught

***All cases and the study material will be shared in the class with the students in the form of presentation.**

Professional Conduct in Classroom

You are expected to arrive on time in the classroom and follow the classroom decorum. It is expected that you are punctual in class and be seated immediately within the first two minutes so that the class can start on time. Students arriving after a five-minute window from the designated start time will be refused entry/attendance. You are expected to participate in the classroom discussions, activities and presentation. Participation is essential in this class. You are also expected to be respectful when the instructor is teaching. Furthermore, you are welcomed to share your thoughts in the class but you are expected to do that respectfully and be welcoming of other perspectives in the class even if you disagree with the same.

Notes on Plagiarism

Plagiarism is not acceptable! Please refrain from copying and pasting paragraphs and sentences from your reading materials. This include copying someone's words, structure, grammar, ideas, thoughts, and phrases and passing them as your own. Too many quotes are not acceptable! What is acceptable? Using one quote which is not more than 40 words with proper citation. Use citation! It's a must! Present the content you read from your reading materials in your own words! Think and critically analyse the content! The source should be always acknowledged in your written material and presentation. All papers in this class will be checked electronically for plagiarism.

Attendance Policy

Students are expected to attend all classes (100% attendance). A student who fails to attend a class is expected to inform the Course Instructor, orally or in writing, the reason for his or her absence. A minimum of 75% attendance is mandatory, failing which, student is not permitted to take the final exam or end term exam.

Some parts of this course may discuss a range of issues that might result in distress for some students. Discussions and images in the course might also provoke strong emotional responses. To make sure that all students collectively benefit from the course, and do not feel troubled due to either

Safe Space Pledge

The contents of the course, or the conduct of the discussions, it is incumbent upon all within the classroom to pledge to maintain respect towards our peers. This does not mean that you need to feel restrained about what you feel and what you want to say. Conversely, this is about creating a safe space where everyone can speak and learn without inhibition and fear. This responsibility lies not only on students, but also the instructor.

Disability Support and Accommodation Requirements

JGU endeavours to make all its courses accessible to students. All students with a known disability needing academic accommodations are required to register with the Disability Support Committee dsc@jgu.edu.in. The Committee has so far identified the following conditions that could possibly hinder student's overall well-being. These include: physical and mobility related difficulties; visual impairment; hearing impairment; medical conditions; specific learning difficulties e.g. dyslexia; mental health. The Disability Support Committee maintains strict confidentiality in its discussions. The students should preferably register with the Committee in the first week of the semester as

disability accommodation requires early planning. DSC will approve and coordinate all the disability related services such as appointment of academic mentors, specialized interventions and course related requirements such as accessible classrooms for lectures, tutorials and examinations. All faculty members are required to refer students with any of the above-mentioned conditions to the Disability Support Committee for addressing disability-related accommodation requirements.

All general queries are to be addressed to disabilitysupportcommittee@jgu.edu.in

Centre for Wellness and Counselling Services:

Contact: Email ID: cwcs@jgu.edu.in

Mobile: +91 8396907312