



CONSUMER PSYCHOLOGY

PROF. NAVEEN KASHYAP

Department of Humanities and Social Sciences
IIT Guwahati

INTENDED AUDIENCE : UG / PG / PhD

COURSE OUTLINE :

Human beings have basic needs that they fulfill by making transactions in the market. Transactions mostly in the form of monetary exchange for goods and services are very basic for the survival of the human race. The present course is designed to study how consumers behave on the market and what the consequences of various behavior patterns. Additionally, the present course also looks at various psychological factors that shape the behavior and actions of the consumer in the global market.

ABOUT INSTRUCTOR :

Prof. Naveen Kashyap, Ph.D is an Associate Professor of Psychology at the Indian Institute of Technology Guwahati. His research interests are sleep and human cognitive processes. Dr Kashyap has been teaching courses like cognitive psychology, introduction to psychology, consumer psychology, advanced cognitive process and research methodology to UG and PG students of IITG for the past 10 years.

COURSE PLAN :

Week 1: Introduction to Consumer Psychology

Week 2: Overview of foundation of consumer behavior.

Week 3 : Consumer Decision Making

Week 4 : Purchase process and consumption; Consumer learning and brand loyalty

Week 5 : Low involvement decision making; Situational influences.

Week 6 : The Individual Consumer; Consumer perceptions; Consumer information processing and acquisition

Week 7 : Attitudes; Attitude reinforcement and change

Week 8 : Marketing Communications.