

Faculty of Commerce & Business Administration

Consumer Behavior

Information :

Course Code : MKT 304

Level : Undergraduate

Course Hours : 3.00- Hours

Department : Department of Accounting

Description :

Social, cultural, and psychological factors influencing the behaviour of consumers. Models of buyer behavior, consumption patterns, market segmentation, attitude formation and change, brand loyalty, adoption of innovations, and store choice decisions. Marketing management and public policy implications of consumer research.