

## Faculty of Commerce & Business Administration

### Consumer Behavior

#### Information :

**Course Code :** MKT 304

**Level :** Undergraduate

**Course Hours :** 3.00- Hours

**Department :** Department of Accounting

#### Area Of Study :

The purpose of the course is to examine in detail the process of consumer decision making, the influences upon buying behavior and their implications for marketing in purposeful organizations. An understanding of consumer behavior is essential to effective marketing management. This course attempts to build on basic concepts introduced in the Marketing 2 course to develop advanced knowledge of consumer behavior and an appreciation of its contribution to the field of marketing. It draws on a broad range of academic material from within the marketing and social science literature as well as looking at contemporary consumer issues in the media.

#### 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.

#### Course outcomes :

##### **a. Knowledge and Understanding: :**

1 -	Assess the nature and scope of consumer behavior
2 -	Describe key consumer behavior terminology, concepts and theories
3 -	Demonstrate a critical appreciation of the existing theories of consumer behavior along with an awareness of both their contribution and limitations.
4 -	Understand and appreciate the complexities of consumer behavior and its relevance to marketing practice

##### **b. Intellectual Skills: :**

1 -	Demonstrate that they can move beyond simple description of consumer behavior to analysis and evaluation of consumer behavior using key concepts learnt during the course
2 -	Demonstrate their ability to independently research collate, analyses and synthesis material on an emerging issue within the field of consumer behavior

##### **c. Professional and Practical Skills: :**

1 -	Engage in critical discussion of consumer behavior issues through class discussion, to debate and defend considered arguments
2 -	Utilize and source information from library, internet and database sources

##### **d. General and Transferable Skills: :**

1 -	Reflect on their own behavior as consumers
-----	--------------------------------------------

### **Course Topic And Contents :**

<b>Topic</b>	<b>No. of hours</b>	<b>Lecture</b>	<b>Tutorial / Practical</b>
Consumer Behavior: An Overview	4	3	1
Introduction to Research Methods	4	3	1
Consumer Needs and Motivation	4	3	1
Consumer Perception	4	3	1
First midterm	4	3	1
Attitude, Persuasion, and Influence	4	3	1
Judgment and Decision Making	4	3	1
Second midterm	4	3	1
Consumer Memory and Retrieval	4	3	1
Post Decision: Brand-Customer Relationship and Consumer Loyalty	4	3	1
Additional Topics: Cultural Difference	4	3	1
Group Presentation_1	4	3	1
Group Presentation_2	4	3	1

### **Teaching And Learning Methodologies :**

Data show and computers.

Group discussion.

Self-learning.

### **Course Assessment :**

<b>Methods of assessment</b>	<b>Relative weight %</b>	<b>Week No</b>	<b>Assess What</b>
Course work	20.00	13	
Final exam	40.00	16	
First Mid-term exam	20.00	6	
Second Mid-term exam	20.00	11	

### **Course Notes :**

- Course notes, handouts, PowerPoint Slides.

### **Recommended books :**

.Consumer Behaviour, ISBN: 9781442520103, Schiffman, L. and others, Pearson Education 5th ed. 2010  
 .Leon Schiffman, Leslie Kanuk, and Mallika Das. Consumer Behavior. Canadian (1st) edition. Pearson Education, 2006, ISBN: 0131463047