

Program	BS Business Education
Semester	5 <sup>th</sup>
Credit Hours	3
Pre-requisite	None
Course Title	BSBE 311 Consumer Behavior
Introduction	<p>Consumer Behaviour (CB) is a course designed to enhance students understanding of how and why consumers purchase (or do not purchase) goods and services. It will combine both the theoretical concepts of consumer behaviour and its application for marketing strategies related to private, public and non-profit sections. At the conceptual level it will seek to present and integrated framework around which major areas of consumer behaviour can be understood and applied.</p> <p>This course will explore and identify market identities and various sources of influence with the way consumers think and learn from market related information. The knowledge and understanding gained from this course can be utilized in the market place to make rational decisions to satisfy consumer needs and wants and remain loyal to products.</p>
Learning Outcome	<p>At the end of the course the students should be able to:</p> <ol style="list-style-type: none"> <li>1. Develop an understanding of the consumer and the internal and external factors that makes each consumption situation unique.</li> <li>2. Do develop an understanding of consumer behavior research in modern marketing.</li> <li>3. Do develop an understanding of the dynamic and evolving nature of consumer behavior.</li> </ol>
Course Content	<p><b>INTRODUCTION</b></p> <ul style="list-style-type: none"> <li>• Definition of Consumer Behaviour (CB)</li> <li>• Why study CB.</li> <li>• Application of CB to Marketing</li> </ul> <p><b>CONSUMER AND MARKET SEGMENTATION</b></p> <ul style="list-style-type: none"> <li>• Alternative Market Strategies</li> <li>• Demographic Segmentation</li> <li>• Usage Segmentation</li> <li>• Benefits Segmentation</li> <li>• Product Positioning</li> </ul> <p><b>ENVIRONMENTAL INFLUENCES ON CB</b></p> <ul style="list-style-type: none"> <li>• Family</li> <li>• Culture and Sub-culture</li> </ul>

	<ul style="list-style-type: none"> <li>• Social class</li> <li>• Reference Groups</li> <li>• Adoption and Diffusion of Innovations</li> </ul> <p>INDIVIDUAL DETERMINANTS OF CB</p> <ul style="list-style-type: none"> <li>• Personality and Self Concept</li> <li>• Motivation and Involvement</li> <li>• Consumer Learning and Memory</li> <li>• Information Processing</li> <li>• Attitudes</li> </ul> <p>CONSUMER DECISION OF CB</p> <ul style="list-style-type: none"> <li>• Problem Recognition</li> <li>• Information Search and Evaluation</li> <li>• Purchase Process</li> <li>• Post purchase Behavior</li> </ul> <p>ORGANIZATIONAL BUYING BEHAVIOUR</p> <ul style="list-style-type: none"> <li>• Nature of Organizational Buying</li> <li>• Influences on Organizational Buying Behavior</li> <li>• Organizational Buying Decision</li> </ul>
References	<p>Shiffman, L. Wisenblit, J. (2019) <i>Consumer Behaviour</i>. Pearson.</p> <p>Wilkie William (1994) <i>Consumer Behaviour</i>. John Wiley and Sons.</p> <p>Loudon David L. and Delta Bitta, Albert J. (1993) <i>Consumer Behaviour</i>. McGraw Hill.</p> <p>Consumer Behavior by <u>Michael R. Solomon</u></p> <p>How Customers Think: Essential Insights into the Mind of the Market by <u>Gerald Zaltman</u></p> <p>Retail Hell by <u>Freeman Hall</u></p> <p>Cheap: The High Cost of Discount Culture by <u>Ellen Ruppel Shell</u></p> <p>endmaster's Guide: Get a Jump on What Your Customer Wants Next by <u>Robyn Waters</u></p> <p>Consumer Behavior by <u>Roger D. Blackwell</u></p> <p>Consumer Behavior And Marketing Strategy by <u>Jerry C. Olson</u></p> <p>The Myth Of Consumerism by <u>Conrad Lodziak</u></p>
Teaching/ Learning Strategies	<p>Lecture</p> <p>Multimedia presentations</p> <p>Cooperative Learning</p> <p>Non creditor workshops and seminars.</p> <p>Active Learning</p>
Evaluation Criteria	Course Evaluation

	Assignments	20
	Mid Semester Test	25
	Final Project	15
	Final Test	40
	Total	100