

Programme	BBA	Course Code	BBA-431	Credit Hours	3
Course Title	Consumer Behaviour				

Course Introduction

Consumer behavior is the actions and decisions that people or households make when they choose, buy, use, and dispose of a product or service. Many psychological, sociological, and cultural elements play a role in how consumers engage with the market.

Learning Outcomes

On completion of this course, the students will be able to:

1. Understand the different aspects of consumer attributes.
2. Sketched down the specific needs of consumers.
3. Have a good foundation for specializing in marketing.

Contents	Unit-1	Introduction
	1.1	Definition
	1.2	Concept of consumer behavior
	1.3	Its practical evolution
	1.4	The consumer decision making process
	1.5	Consumer-Customer; Pyramid Framework
	1.6	Differentiating between consumer and the customer
	Unit-2	Consumers and Market Segment
	2.1	Determinants of market segments and their characteristics
	Unit-3	Consumer Research Process
Teaching & Learning Strategies	Unit-4	Consumer Decision Process
	Unit-5	Influences on Consumer Behaviour
	5.1	Cultural influence on CB
	5.2	Social class influence on CB
	5.3	Family life cycle and their influence on CB
	5.4	Demographics and their influence on CB
	Unit-6	Personal Influence on Consumer Behaviour
	6.1	Personality and self-concept
	6.2	Motivation
	6.3	Attitude and change
Assignments	6.4	Information processing and learning
	Unit-7	Consumer Innovation and Adaptation Process
	Unit-8	Characteristics of B2B Buying Behavior
	Unit-9	Organizational Buying Behavior
	Unit-10	Consumer Markets
	A combination of lecturing, presentations, and discussions will be used to conduct the course. Students will be expected to read extensively ahead of each class session and actively participate in discussions and practical work.	
	Written assignment (10 marks), presentation (5 marks) and Quiz (10 marks)	
	Bitta, D., & Loudon, D. L. (1993). <i>Consumer behavior: Concepts and application</i> . McGraw Hill.	
	Schiffman, L. G., Kanuk, L. L., & Wisenblit, J. (2019). <i>Consumer Behavior</i> (12 ed.). Pearson Higher Education.	
	Solomon, M. R., White, K., Dahl, D. W., Zaichkowsky, J. L., Polegato, R. (2017). <i>Consumer behavior: Buying, having, and being</i> . Pearson.	
Textbooks and Reading Material		