

Name of the course	Consumer Behaviour
Course Code	431
Semester	V
Credit Hours	3
Prerequisite	-
Learning outcomes	<p>On completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 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	<p>Unit-1 Introduction</p> <ol style="list-style-type: none"> 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 <p>Unit-2 Consumers and Market Segment</p> <ol style="list-style-type: none"> 2.1 Determinants of market segments and their characteristics <p>Unit-3 Consumer Research Process</p> <p>Unit-4 Consumer Decision Process</p> <p>Unit-5 Influences on Consumer Behaviour</p> <ol style="list-style-type: none"> 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 <p>Unit-6 Personal Influence on Consumer Behaviour</p> <ol style="list-style-type: none"> 6.1 Personality and self-concept 6.2 Motivation 6.3 Attitude and change 6.4 Information processing and learning <p>Unit-7 Consumer Innovation and Adaptation Process</p> <p>Unit-8 Characteristics of B2B Buying Behavior</p> <p>Unit-9 Organizational Buying Behavior</p> <p>Unit-10 Consumer Markets</p>
Teaching & Learning Strategies	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.
Assignment	Written assignment (10 marks), presentation (5 marks) and Quiz (10 marks)
Suggested Readings	<p>Bitta, D., & Loudon, D. L. (1993). <i>Consumer behavior: Concepts and application</i>. McGraw Hill.</p> <p>Schiffman, L. G., Kanuk, L. L., & Wisenblit, J. (2019). <i>Consumer Behavior</i> (12 ed.). Pearson Higher Education.</p> <p>Solomon, M. R., White, K., Dahl, D. W., Zaichkowsky, J. L., Polegato, R. (2017). <i>Consumer behavior: Buying, having, and being</i>. Pearson.</p>

Assessment and Examinations

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)