



Khwaja Fareed University of Engineering & Information Technology, RYK

Institute of Business Administration

Course Outline

Consumer Behavior - MSCI-3112

COURSE DESCRIPTION/OBJECTIVE

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 an integrated framework around which major areas of consumer behaviour can be understood and applied.

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.

LEARNING OUTCOMES

At the end of the course the students should be able to:

1. To develop an understanding of the consumer and the internal and external factors that makes each consumption situation unique.
2. To develop an understanding of consumer behavior research in modern marketing.
3. To develop an understanding of the dynamic and evolving nature of consumer behavior.
4. Appreciate the importance of consumer-oriented strategies to the organizations and to enable the development of appropriate marketing strategies.

COURSE CONTENT

Week 01	INTRODUCTION • Concept of consumer behaviour, its definition, its practical evolution and the consumer decision making process • Consumer-Customer; Pyramid Framework and differentiating between consumer and the customer
Week 02	CONSUMERS AND MARKET SEGMENT • Determinants of market segments and their characteristics
Week 03 & 04	CONSUMER RESEARCH PROCESS
Week 05 & 06	CONSUMER DECISION PROCESS
Week 07 - 10	INFLUENCES ON CONSUMER BEHAVIOUR • Cultural influence on CB • Social class influence on CB • Family life cycle and their influence on CB • Demographics and their influence on CB

Week 11 & 12	PERSONAL INFLUENCE ON CONSUMER BEHAVIOUR • Personality and self-concept • Motivation • Attitude and change • Information processing and learning
Week 13	CONSUMER INNOVATION AND ADAPTATION PROCESS
Week 14	Characteristics of B2B Buying Behaviour, Organizational Buying Behavior - Consumer Markets
Week 15	Conclusion and Revision
Week 16	FINAL EXAM

ECOMMENDED TEXT BOOKS

1. Hawkins, Mothersbaugh and Best, Consumer Behaviour, Latest Edition
2. Shiffman and Kanuk, Consumer Behavior, Latest Edition
3. Loudon and Bitta, Consumer Behavior, Latest Edition

Grading Policy (Theory)	
Sessional (Assignment 5%, Quiz 10%, Attendance 5%, Presentation 5%)	25 %
Mid Term Exam	25 %
Final Term Exam	50 %