

# **MKT351 Consumer Behaviour**

**Level:** 3

**Credit Units:** 5 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY JULY

## **Synopsis:**

Students will have a broad-based foundation knowledge of consumer behaviour, including a detailed understanding of consumer behaviour in every stage of consumer decision-making process and its management implications. Second, students will also understand the individual and environmental factors that can shape consumer behavior and how marketers can make use of these factors to develop effective marketing strategies.

## **Topics:**

- Consumer Research Process
- Consumer Motivation
- Consumer Personality
- Consumer Perception
- Consumer Learning
- Consumer Attitude Formation and Change
- Persuasive Communications
- Family, Social Class, and Consumer Behavior
- Culture and Consumer Behaviour
- Cross-Cultural Consumer Behaviour
- Consumer Decision Making Process
- Diffusion and Consumer Adoption of Innovations

## **Textbooks:**

Leon G. Schiffman, Leslie Lazar Kanuk: Consumer Behavior PEARSON  
ISBN-13: 978129226269

**Learning Outcome:**

- Analyze individual psychological factors and processes that affect consumer purchase behaviour.
- Examine the impacts of family, society, and culture on consumer purchase behaviour.
- Discuss how innovations are diffused and adopted by consumers.
- Construct a model of consumer decision making.
- Develop critical thinking through the analyses of consumer behaviors in the market and society.
- Formulate effective marketing strategies based on consumer behaviour knowledge.

**Assessment Strategies (Daytime Class):**

<b>Components</b>	<b>Description</b>	<b>Weightage Allocation (%)</b>
Overall Continuous Assessment	PRE-COURSE QUIZ 1	2
	PRE-COURSE QUIZ 2	2
	PRE-COURSE QUIZ 3	2
	GROUP BASED ASSIGNMENT 1	20
	PARTICIPATION 1	6
	TUTOR-MARKED ASSIGNMENT 1	18
Overall Examinable Components	Written Exam	50
<b>Total</b>		<b>100</b>