

# MKT351e Consumer Behaviour

**Level:** 3

**Credit Units:** 5 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY JULY

**E-Learning:** BLENDED - Learning is done MAINLY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. This is supplemented with SOME face-to-face sessions. If the course has an exam component, this will be administered on-campus.

## **Synopsis:**

Students will have a broad-based foundation knowledge of consumer behaviour. This includes a detailed understanding of consumer behaviour in every stage of consumer decision making process, and its management implications. Second, student will also understand the individual and environmental factors that affect consumer buying and how they can assist companies to be more effective in their customer recruitment activities.

## **Topics:**

- Consumer Purchase Behaviour
- Consumer Research Process
- Market Segmentation and Strategic Targeting
- Consumer Motivation
- Personality and Consumer Behaviour
- Consumer Perception
- Consumer Learning
- Consumer Attitude, Formation and Change
- Communications & Consumer Behaviour
- The Family and Its Social Class Standing
- Influence of Culture on Consumer Behaviour
- Sub-Cultures and Consumer Behaviour
- Cross-Cultural Consumer Behaviour: An International Perspective
- Consumers and Diffusion of Innovations
- Consumer Decision Making Process

## **Textbooks:**

Leon G. Schiffman, Leslie Lazar Kanuk: Consumer Behavior 11 PEARSON  
ISBN-13: 9780273787327

Leon G. Schiffman, Leslie Lazar Kanuk: Consumer Behavior 11 PEARSON  
ISBN-13: 9780273787327-AA

**Learning Outcome:**

- Examine the relationship between marketing strategies and consumer behaviour.
- Plan consumer research.
- Distinguish how segmentation, targeting and positioning are dependent on consumer purchase behaviour.
- Discuss the factors that affect customer purchase behaviour
- Discuss promotional plans for products and services based on the purchase behaviour of target consumers.
- Examine how individual factors as well as factors associated with family, society, and culture impact on consumer purchase behaviour.
- Discuss the role of how culture and ethnic influences affect consumer behaviour
- Discuss the issues related to development of new products such as diffusion and adoption strategies of consumers.
- Develop an overview of consumer purchase behaviour
- Apply marketing principles and practices to real and hypothetical situations.
- Organise information and apply them to particular marketing scenarios.
- Develop course competence through discussions.
- Demonstrate the essential knowledge and interpersonal skills to work effectively in a team.
- Show written proficiency.
- Prepare oral presentations in areas related to consumer behaviour.

**Assessment Strategies:**

<b>Continuous Assessment Component</b>	<b>Weightage (%)</b>
PRE-COURSE QUIZ	2
PRE-CLASS QUIZ	2
PRE-CLASS QUIZ	2
PARTICIPATION	6
GROUP BASED ASSIGNMENT	38
<b>Sub-Total</b>	<b>50</b>

<b>Examinable Component</b>	<b>Weightage (%)</b>
Written Exam	50
<b>Sub-Total</b>	<b>50</b>

**Weightage Total** **100**