



MKT 31503: Consumer Behavior

Level: 3000

Number of Credits : 03

Course Description

Consumer behavior is the study of the decision making process and physical activities of individuals or groups in searching, buying, using, assessing and disposing products. This course focuses on relevant behavioral theories and practices required to understand different consumer behavioral patterns in developing effective marketing strategies.

Intended Learning Outcomes

At the end of the course, the student will be able to;

- Understand the basic concepts and theories relevant to consumer behavior,
- Apply the knowledge of consumer behavior to formulate and implement marketing strategies,
- Analyze the consumer behavior patterns from different perspectives.

Teaching/Learning Methods

Lectures, Group discussions, Workshops

Methods of Assessment

In-course Assessments	: 30%
End Semester Examination	: 70%

Course Contents

1. Introduction to consumer behavior
2. Consumer motivation
3. Consumer personality
4. Consumer perception
5. Consumer learning
6. Consumer attitude formation and change
7. Persuading consumers
8. Reference groups and word-of-mouth
9. The family and its social standing
10. Social class and consumer
11. Culture and consumer
12. Sub culture and consumer
13. Consumer decision-making
14. Diffusion of innovations

Recommended Reading

1. Schiffman, L. G., & Wisenblit, J. (2015). Consumer Behavior (11th ed.). Pearson Education.