



**MKT 724**

**CONSUMER  
BEHAVIOUR**

**Course Guide**



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**CONSUMER BEHAVIOUR**

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## Introduction

The course material of Consumer Behaviour is designed to serve as a guide for graduate course who are undertaking a master degree in Marketing and Business related subjects.

## Course Objectives

The objectives of this material are:

- To highlight the importance and necessity of global approach to understanding consumer behaviour. To offer a material that emphasizes and illustrate the relationship between individuals and the communities and cultures in which they live.
- To provide a comprehensive understanding of consumer adopting a culturally relative orientation. To illustrate how culture affects internal, individual variables such as perception, emotions, memory, and decision making as well as self-concept, life style, values and family structure.
- To highlight the connection between understanding consumers and good marketing practice.

## Structure of the Course Material

This study material on Consumer Behaviour consists of Fourteen Course Units divided into four parts. **Module I** provides the background for strong and comprehensive understanding of the consumer behaviour principles examined throughout the rest of units covered. **Unit 1** introduces our perspective on the nature and scope of consumer behaviour. The chapter also provides the crucial link between understanding consumer behaviour and marketing strategy amongst others. **Unit 2** presents a comprehensive examination of effective market segmentation.

**Module 2** discusses consumer as an individual. **Unit 1**, present an in-depth analysis and discussion of consumer needs motivation and involvement exploring both the rational and emotional bases of consumer actions. **Unit 2** discusses the impact of the full range of personality theories on consumer behaviour. The chapter considers the related concepts of self and self-image. **Unit 3** provides a comprehensive examination of the impact of consumer perception on marketing strategy and importance of product positioning and repositioning. **Unit 4** examines how consumers learn and discuss behavioral and cognitive learning theories. **Unit 5** offers an in-depth examination of consumer attitudes formation as well as the attitudinal change.

**Module 3** centered on the social and cultural dimensions of consumer behaviour. It begins with a discussion of consumer social group, reference group, family and household role orientations. **Unit 1** examines the importance of family and household in purchase decision. **Unit 2** provides an insight into the role of social/reference group in shaping the consumer behaviour. **Unit 3** examines social class while **Unit 4** investigates the impact of societal and cultural values, beliefs, and customs on consumer behaviour.

**Module 4** explores various aspects of consumer decision making. **Unit 1** offers a comprehensive discussion product adoption and diffusion of innovations from consumer perspectives. **Unit 2** provides a comprehensive analysis of the consumer information processing. **Unit 3** describes how consumers make products/service decisions, and expands on the increasingly important practice of relationship marketing. This section concludes with a comprehensive model of consumer decision making. **Unit 4** introduces the concept of organizational buying behaviour as it relates to consumer behaviour. It provides vivid explanation of organization buying features and process.