



## QURTUBA UNIVERSITY

Of Science and Information Technology

D.I Khan, Peshawar Khyber Pakhtunkhwa, Pakistan.

<b>Course Name</b>	<b>Consumer Behavior</b>
<b>Course Code</b>	<b>MKT519</b>
<b>Semester</b>	<b>Sixth</b>
<b>Credit Hours</b>	<b>03</b>
<b>Total Weeks</b>	<b>16/18</b>
<b>Total Hours</b>	<b>48/54</b>
<b>Total Marks</b>	<b>100</b>
<b>Pre-requisite</b>	<b>None</b>

### Course Objectives

The overall purpose of this course is to provide the students with an understanding of Consumer Behavior concepts and their application in developing overall marketing strategy. More specifically, at micro level the student should be able to evaluate the impact on consumption patterns of consumer behaviors in individual as well as collective capacity as a member of a group. At the macro level the student should be able to analyze the influence of groups and culture on the consumer decision making process and resulting consumption patterns

### Grading Criteria

<b>Distribution</b>	<b>Weight</b>
Quizzes, Assignments, and class participation	10
Mid Term	20
Final Term	70
Total	100

### Recommended Books

- Consumer Behavior Sixth Edition Lean G. Schiff man
- Consumer Behavior David L.L.

## WEEK WISE BREAKDOWN

<b>Week</b>	<b>Description</b>
<b>1</b>	<ul style="list-style-type: none"> <li>◇ Introduction to Consumer Behavior.</li> <li>◇ Applying Consumer Behavior Knowledge.</li> </ul>
<b>2</b>	<ul style="list-style-type: none"> <li>◇ Understanding consumer &amp; Market Segmentations</li> <li>◇ Consumer Research process</li> </ul>
<b>3</b>	<ul style="list-style-type: none"> <li>◇ Motives &amp; Motivation of Consumer</li> <li>◇ Understanding nature of Motivation</li> </ul>
<b>4</b>	<ul style="list-style-type: none"> <li>◇ Personality &amp; Consumer Behavior</li> <li>◇ Theories of Personality</li> </ul>
<b>5</b>	<ul style="list-style-type: none"> <li>◇ Consumer imagery</li> </ul>
<b>6</b>	<ul style="list-style-type: none"> <li>◇ Understanding learning process</li> <li>◇ Learning theories</li> </ul>
<b>7 &amp; 8</b>	<ul style="list-style-type: none"> <li>◇ Nature of consumer attitudes</li> <li>◇ Attitude formation of change</li> <li>◇ Communication &amp; persuasion</li> <li>◇ Function of the family</li> <li>◇ Family decision making</li> <li>◇ Family life cycle</li> </ul>
	<b>Two Assignments + Two Test                      Mid Term Exam</b>
<b>9</b>	<ul style="list-style-type: none"> <li>◇ Social class &amp; Consumer Behavior</li> </ul>
<b>10&amp;11</b>	<ul style="list-style-type: none"> <li>◇ Understanding other &amp; subculture</li> <li>◇ Characteristics of Culture</li> <li>◇ Opinion leadership</li> <li>◇ Opinion leadership &amp; firms</li> <li>◇ Promotional strategy</li> </ul>
<b>12.</b>	<ul style="list-style-type: none"> <li>◇ Choosing &amp; consuming</li> <li>◇ Models of consumers decision making</li> </ul>
<b>13</b>	<ul style="list-style-type: none"> <li>◇ Consumer protection</li> <li>◇ Deception advertising &amp; Consumer Research</li> </ul>
<b>14</b>	<ul style="list-style-type: none"> <li>◇ The Diffusion process</li> <li>◇ Adoption process</li> </ul>
<b>15 &amp;16</b>	<ul style="list-style-type: none"> <li>◇ A profile of consumer Innovations</li> <li>◇ Health care marketing</li> <li>◇ Case study</li> </ul>
	<b>Two Assignments + Two Test+ Presentation                      Final Term</b>

### **Learning Outcomes:**

- To define the conception of consumer behavior and reveal its importance in the context of marketing.

- To identify factors that influence consumer behavior.
- To examine the consumer decision-making process.
- To describe the target market and determine the positioning strategy according to consumer characteristics and behavior.