Faculty of Business
Management Study Program
Major of Digital Business Management

Subject Code : DBM02

Subject Title : **Digital Consumer Behaviors**

Subject Specification : For all students majoring in Digital Business Management

Subject Overview :

Consumer Behavior Analysis is a broad field that studies individuals, families, group and business organizations acquire, consume and dispose of goods, services, idea and experiences. This course will thus examine current theories and research on the behavior of consumers, with a special focus on consumers' behavior in the digital world The princples of consumer behaviors are useful to business, regulator and non-profit organization as well as everyday people. Understanding the material that is taught in this subjects has many impcations for student future careers in business .

Course Objectives :

By the end of the course, the students are expected to:

1. To understand the concept , principles and factors that influence consumer behavior . Special attention will also be given to how and when these concepts and principles translate to thr digital consumer

2. To assist student in understanding how an understanding of consumer behavior analysis can assist them in solving marketing problems and participating in market research.

3. Understand and formulate persuasive argument relevant to major fields of study that can be applied to business & marketing problems.

Course Method : interactive lectures, problem-solving discussions, case studies and guest lectures.

Learning Outcome

- Knowledge : Know and understanding the concept of consumer behavior in the digital age
- Skill : Be able to plan marketing strategies based on the characteris-

tics consumer behavior.

- Attitude : Be able to presentation marketing strategis based on consumer behavior in order to win business competition.

Course content :

Week	Topic
1	Consumer Behavior in The Digital Age
2	Consumer in Cultural Setting
3	Group Influences and Social Media
4	Perception, Learning, Memory & Product Position
5	Motivation, Personality & Emotion
6	Attitudes & Influencing Attitudes
7	Review for mid test
8	**Mid Examination**
9	Self – Concept & Lifestyle
10	Situational Influences
11	Consumer Decision Process & Problem Recognition
12	Information Search, Alternative Evaluation & Selection
13	Outlet Selection, Purchase
14	Customer Satisfaction
15	Review for final test
16	**Final Examination**

Course Evaluation :

As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework & Assignments	30%
Attendance	10%
TOTAL	100%

Lecturers, however, have the option of requiring midterm and final papers in lieu of midterm and final examinations. They may likewise change the percentage (weight) for each of the abovementioned items.

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Consumer Behavior in The Digital Age	a. Introduction of Consumer Behavior b. Marketing Strategy & Consumer Behavior c. Model of Consumer Behavior d. The Digital Consumer	1. Lecturer's presentation 2. Class discussion 3. Question and answer

2	Consumer in Cultural Setting	a The Concept of Culture b Sub Cultures c Global Cultures d Global Demographics e Cross Cultural Marketing Strategy	1. Lecturer's presentation 2. Class discussion 3. Question and answer
3	Group Influences on Consumer Behavior	a Types of Groups b Reference Group Influences on the Consumption Process c Marketing Strategies based on Reference Group Influences d Opinion Leaders & Marketing Strategies	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
4	Perception, Learning, Memory & Product Position	a. The Nature of Perception b. Perception & Marketing Strategy c. Nature of Learning & Memory d. Learning, Memory & Marketing Strategy	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
5	Motivation, Personality & Emotion	a. The Nature of Motivation b. Motivation Theory & Marketing Strategy c. Personality d. The use of Personality in Marketing Practice e. Types of Emotions f. Emotions and Marketing Strategy	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
6	Attitudes and Influencing Attitudes	a. Attitude Components b. Attitude Change Strategies c. Market Segmentation and Product Development Strategies Based on Attitude	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
7	Review	Review for Mid Test	
8	**MIDTEST**		

9	Self – Concept & Life-style	a. Self-Concept b. The Nature of Lifestyle c. Self-Concept, Lifestyle & Marketing Strategy	1. Lecturer's presentation 2. Class discussion 3. Question and answer
10	Situational Influences	a. The Nature of Situational Influences b. Situasional Characteristics and Consumption Behavior c. Situational Influences & Marketing	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
11	Consumer Decision Process & Problem Recognition	a. Type of Consumer Decisions b. The Process of Problem Recognition c. Marketing Strategy & Problem Recognition	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
12	Information Search, Alternative Evaluation & Selection	a. The Nature of Information Search b. Type of information sought c. Sources of Information d. Alternative Evaluation e. Evaluation Criteria f. Marketing Strategies Based on Information Search	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
13	Outlet Selection & Purchase	a. Attribut Affecting Retail Outlet Selection b. Consumer Characteristics & Outlet Choice c. The Shopping Experience	1. Lecturer's presentation 2. Class discussion 3. Question and answer
14	Customer Satisfaction	a. Purchase Evaluation & Customer Satisfaction b. Dissatisfaction Responses c. Repeat Purchase & Customer Commitment	Group Presentation
15	Online Session	Review for Final Test	
16	**FINAL TEST**		

Midterm Paper Guideline **:** Written Examination

Final Paper Guideline **:** Group Project & Group Presentation

References **:**

Solomon, M. R., (2019). *Consumer Behavior: Buying, Having, and Being*. 13th Edition. Boston: Pearson.

Hawkins, D., I., & Mothersbaugh, D., L. (2010). *Consumer Behavior: Building Marketing Strategy*. New York: McGraw-Hill/Irwin

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