Consumer Behavior Syllabus

Subject Code : MGM02

Subject Title : **Consumer Behaviors**

Subject Specification : For all students majoring in Business Studies

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. 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 and specifically marketing.

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 .
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
- Skill : Be able to plan marketing strategies based on the characteristics 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 & Marketing Strategy
2	Consumer in Cultural Setting
3	Group Influences on Consumer Behavior
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 Effects on Consumer Behavior
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%

Evaluation elements are stated in quantitative forms, ranging from 0 to 100. The acceptable grade for LSPR undergraduate programme is **60 and above.** In the Letter Grade System, the quantitative grades mean:

Grade	Sym-bol	Conver-sion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

The student Grade Point Average (GPA) is organized into the following categories:

1. GPA of 0.00 – 1.99 = Fail
2. GPA of 2.00 – 2.49 = Pass
3. GPA of 2.50 – 2.99 = Credit
4. GPA of 3.00 – 3.49 = Merit
5. GPA of 3.50 – 4.00 = Distinction

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Consumer Behavior & Marketing Strategy	a. Introduction of Consumer Behavior b. Marketing Strategy & Consumer Behavior c. Model of Consumer Behavior	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	1. Lecturer's presentation 2. Class discussion

		b Reference Group Influences on the Consumption Process c Marketing Strategies based on Reference Group Influences d Opinion Leaders & Marketing Strategies	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 & Lifestyle	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	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study

		c. Situational Influences & Marketing	
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	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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