

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD
(Department of Business Administration)**

CONSUMER BEHAVIOR (8515)

CHECKLIST

SEMESTER: AUTUMN 2013

This packet comprises the following material:

1. Text Book
2. Course Outline
3. Assignment No. 1 and 2
4. Assignment Forms (2 sets)

In this packet, if you find anything missing out of the above-mentioned material, please contact at the address given below:

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WARNING

- 1. PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM AWARD OF DEGREE/CERTIFICATE, IF FOUND AT ANY STAGE.**
- 2. SUBMITTING ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

Course: Consumer Behavior (8515)

Semester: Autumn 2013

Level: MBA/M.Com

GUIDELINES FOR ASSIGNMENT No. 1 & 2:

The student should look upon the assignments as a test of knowledge, management skills, and communication skills. When you write an assignment answer, you are indicating your knowledge to the teacher:

- Your level of understanding of the subject;
- How clearly you think?
- How well you can reflect on your knowledge & experience?
- How well you can use your knowledge in solving problems, explaining situations, and describing organizations and management?
- How professional you are, and how much care and attention you give to what you do?

To answer a question effectively, address the question directly, bring important related issues into the discussion, refer to sources, and indicate how principles from the course materials apply. The student must also be able to identify important problems and implications arising from the answer.

For citing references, writing bibliographies, and formatting the assignment, APA format should be followed.

ASSIGNMENT No. 1
(Units: 1–5)

Total Marks: 100

Pass Marks: 50

- Q. 1 What is meant by market segmentation? Also explain, how consumer behavior and decision making are interdisciplinary? **(20)**
- Q. 2 Discuss the importance of ethics in consumer motivation with suitable examples. **(20)**
- Q. 3 What is the hierarchy of needs? Discuss the concept of rational and emotional motives. **(20)**

- Q. 4 Why is it necessary to understand consumer diversity? Also discuss the concept of consumer ethnocentrism with examples. (20)
- Q. 5 What is the difference between attitude and behavior? Explain tri component attitude model. (20)

ASSIGNMENT No. 2

Total Marks: 100

Pass Marks: 50

This assignment is a research-oriented activity. You are required to obtain information from a business/commercial organization and prepare a report of about 1000 words on the issue allotted to you to be submitted to your teacher for evaluation.

You are required to select one of the following issues according to the last digit of your roll number. For example, if your roll number is P-3427180 then you will select issue # 0 (the last digit): -

List of Topics

0. Consumer motivation
1. Brand personality
2. Consumer research
3. Consumer learning
4. Marketing communication
5. Customer satisfaction
6. Impact of digital technologies on marketing strategies
7. Consumer diversity
8. Relationship marketing
9. Middle class consumers

The report should follow the following format:

1. Title page
2. Acknowledgements
3. An abstract (one page summary of the paper)
4. Table of contents
5. Introduction to the issue (brief history & significance of issue assigned)
6. Practical study of the organization (with respect to the issue)
7. Data collection methods
8. SWOT analysis (strengths, weaknesses, opportunities & threats) relevant to the issue assigned
9. Conclusion (one page brief covering important aspects of your report)
10. Recommendations (specific recommendations relevant to issue assigned)
11. References (as per APA format)
12. Annexes (if any)

GUIDELINES FOR ASSIGNMENT # 2:

- 1.5 line spacing
- Use headers and subheads throughout all sections
- Organization of ideas
- Writing skills (spelling, grammar, punctuation)
- Professionalism (readability and general appearance)
- Do more than repeat the text
- Express a point of view and defend it.

WORKSHOP:

The workshop presentations provide you opportunity to express your communication skills, knowledge & understanding of concepts learned during practical study assigned in assignment # 2.

You should use transparencies and any other material for effective presentation. The transparencies are not the presentation, but only a tool; the presentation is the combination of the transparencies and your speech. Workshop presentation transparencies should only be in typed format.

The transparencies should follow the following format:

- 1) Title page
- 2) An abstract (one page summary of the paper)
- 3) Introduction to the issue (brief history & significance of issue assigned)
- 4) Practical study of the organization (with respect to the issue)
- 5) Data collection methods
- 6) SWOT analysis (strengths, weaknesses, opportunities & threats) relevant to the issue assigned
- 7) Conclusion (one page brief covering important aspects of your report)
- 8) Recommendations (specific recommendations relevant to issue assigned)

GUIDELINES FOR WORKSHOP PRESENTATION:

- Make eye contact and react to the audience. Don't read from the transparencies or from report, and don't look too much at the transparencies (occasional glances are acceptable to help in recalling the topic to cover).
- A 15-minute presentation can be practiced several times in advance, so do that until you are confident enough. Some people also use a mirror when rehearsing as a substitute for an audience.

WEIGHTAGE OF THEORY & PRACTICAL ASPECTS IN ASSIGNMENT # 2 & WORKSHOP PRESENTATIONS:

Assignment # 2 & workshop presentations are evaluated on the basis of theory & its applicability. The weightage of each aspect would be:

Theory:	60%
Applicability (practical study of the organization):	40%

DETAILED COURSE OUTLINE (8515)

Unit No. 1 – Consumer Behavior and Consumer Research

- 1.1 Development of Marketing Concepts
 - 1.1.1 Marketing Concept
 - 1.1.2 Implementing Marketing Concept
 - 1.1.3 Segmentation, Targeting and Positioning
 - 1.1.4 Marketing Mix
 - 1.1.5 Customer Value, Satisfaction and Retention
 - 1.1.6 Impact of Digital Technologies on Marketing Strategies
 - 1.1.7 Consumer Behavior and Decision Making are Interdisciplinary
- 1.2 Consumer Research
 - 1.2.1 Quantitative Research
 - 1.2.2 Qualitative Research
 - 1.2.3 Combining Qualitative and Quantitative Research Findings
- 1.3 Consumer Research Process
- 1.4 Ethics in Consumer Research

Unit No. 2 – Consumer Motivation

- 2.1 Motivation as a Psychological Force
 - 2.1.1 Needs
 - 2.1.2 Goals
 - 2.1.3 Positive and Negative Motivation
- 2.2 Rational Vs. Emotional Motives
- 2.3 Dynamics of Motivation
- 2.4 Types and Systems of Needs
 - 2.4.1 Hierarchy of Needs
 - 2.4.2 Evaluation of Need Hierarchy and Marketing Applications
- 2.5 Measurement of Motives
 - 2.5.1 Motivational Research
 - 2.5.2 Evaluation of Motivational Research
- 2.6 Ethics and Consumer Motivation

Unit No.3 – Personality and Consumer Behavior

- 3.1 Concept of Personality
- 3.2 Theories of Personality
- 3.3 Personality and Understanding Consumer Diversity
 - 3.3.1 Consumer Innovativeness and Related Personality Traits
 - 3.3.2 Cognitive Personality Factors
 - 3.3.3 From Consumer Materialism to Compulsive Consumption
 - 3.3.4 Consumer Ethnocentrism: Responses to Foreign Made Products
 - 3.3.5 Age Discrimination, Sexual Harassment, Disability Discrimination, Religious Discrimination

- 3.4 Brand Personality
- 3.5 Self and Self Image
- 3.6 Virtual Personality or Self

Unit No. 4 – Consumer Perception and Consumer Learning

- 4.1 Elements of Perception
- 4.2 Dynamics on Perception
- 4.3 Consumer Imagery
- 4.4 Perceived Risk
 - 4.4.1 Perception of Risk Varies
 - 4.4.2 Risk Handling by Consumer
- 4.5 Ethics and Consumer Perception
- 4.6 Elements of Consumer Learning
- 4.7 Behavioral Learning Theories
- 4.8 Cognitive Learning Theory
 - 4.8.1 Information Processing
 - 4.8.2 Involvement Theory
 - 4.8.3 Measures of Consumer Learning
 - 4.8.4 Ethics and Consumer Learning

Unit No. 5 – Consumer Attitude Formation and Change

- 5.1 Concept of Attitude
- 5.2 Structural Models of Attitudes
 - 5.2.1 Tri-component Attitude Model
 - 5.2.2 Multi-attribute Attitude Models
 - 5.2.3 Theory of Trying to Consume Model
 - 5.2.4 Attitude Toward the Ad Models
- 5.3 Attitude Formation
- 5.4 Strategies of Attitude Change
- 5.5 Behavior Can Precede or Follow Attitude Formation
 - 5.5.1 Cognitive Dissonance Theory
 - 5.5.2 Attribution Theory

Unit No. 6 – Communication, Culture and Consumer Behavior

- 6.1 Components of Communication
- 6.2 Communication Process
- 6.3 Designing Persuasive Communications
- 6.4 Marketing Communication and Ethics
- 6.5 Influence of Culture on Consumer Behavior
- 6.6 Cross Cultural Consumer Behavior
 - 6.6.1 Imperative to be Multinational
 - 6.6.2 Cross-Cultural Consumer Analysis
 - 6.6.3 Alternative Multinational Strategies: Global Vs. Local
 - 6.6.4 Cross Cultural Psychographic Segmentation

Unit No. 7 – Reference Groups and Family Influences

- 7.1 Concept of Group
- 7.2 Understanding Power of Reference Groups
- 7.3 Selected Consumer-Related Reference Groups
 - 7.3.1 Friendship Groups
 - 7.3.2 Shopping Groups
 - 7.3.3 Work Groups
 - 7.3.4 Virtual Groups or Communities
 - 7.3.5 Consumer-Action Groups
- 7.4 Celebrity and Other Reference Group Appeals
- 7.5 Socialization of Family Members
- 7.6 Family Decision Making and Consumption-Related Roles
- 7.7 Family Life Cycle

Unit No. 8 – Social Class and Consumer Behavior

- 8.1 Meaning of Social Class
- 8.2 Measurement of Social Class
- 8.3 Social Class Mobility
- 8.4 Geo-demographic Clustering
- 8.5 Affluent Consumer
 - 8.5.1 Media Exposure of Affluent Consumer
 - 8.5.2 Segmenting Affluent Market
- 8.6 Middle-Class Consumers
- 8.7 Working Class and Other Non-affluent Consumer
- 8.8 Recognizing Techno Class
- 8.9 Selected Consumer Behavior Applications of Social Class

Unit No. 9 – Consumer Decision Making

- 9.1 Defining Decision
- 9.2 Levels of Consumer Decision Making
 - 9.2.1 Extensive Problem Solving
 - 9.2.2 Limited Problem Solving
- 9.3 Routinized Response Behavior
- 9.4 Models of Consumers: Four Views of Consumer Decision Making
- 9.5 Model of Consumer Decision Making
- 9.6 Consumer Gifting Behavior
- 9.7 Beyond the Decision: Consuming and Possessing
- 9.8 Relationship Marketing

Recommended Books:

Schiffman, L. G., Kanuk, L. L. (2009). *Consumer Behaviour* (9th ed.). Delhi: Dowling Kinderslay.

Hoyer., &Macinnis. (2009). *Consumer Behavior*, (5th ed.). Canada: Nelson Education Ltd.

Khan, M. (2007). *Consumer Behavior* (2nd ed.). New Age International.

