

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

CONSUMER BEHAVIOR (8515)

CHECKLIST

Semester: Spring 2014

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:

Deputy Registrar

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Course Coordinator

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

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: Spring 2014

Level: 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 Describe the concepts of marketing mix and marketing segmentation. (20)
- Q. 2 Discuss the types and systems of needs in detail. (20)
- Q. 3 What is the concept of consumer ethnocentrism? Also discuss the importance of understanding consumer diversity. (20)
- Q. 4 What is meant by consumer imagery? Also discuss the elements of consumer learning. (20)
- Q. 5 Define the word "attitude". Explain structural models of attitude in detail. (20)

ASSIGNMENT No. 2
(Total Marks: 100)
(Pass Marks: 50)

This assignment is a research-oriented activity. You are required to submit a term paper and present the same in the classroom prior to the final examination. Presentation component is compulsory for all students. You will have to participate in the activity fully and prepare a paper of about 15 to 20 pages on the topic allotted to you. The students are required to prepare two copies of Assignment No. 2. Submit one copy to your teacher for evaluation and the second copy for presentation in the classrooms in the presence of your resource persons and classmates, which will be held at the end of the semester prior to final examination.

Include the following main headings in your report:-

- a) Introduction to the topic
- b) Important sub-topics
- c) Practical aspects with respect to the topic
- d) Review of theoretical and practical situations
- e) Merits, demerits, deficiencies or strengths of the organization with respect to your topic
- f) Conclusions and recommendations
- g) Annex, if any

You must use transparencies, charts or any other material for effective presentation. You are also required to select one of the following topics according to the last digit of your roll number. For example, if your roll number is D-3427185 then you will select topic No.5 (the last digit):-

List of Topics

0. Customer Satisfaction
1. Brand personality
2. Consumer Motivation
3. Marketing Mix
4. Consumer Research
5. Relationship Marketing
6. Socialization
7. Virtual Personality
8. Consumer Perception
9. Middle Class Consumers

Detailed Course Outline

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.