

1.	Course Title	Consumer Behavior		
2.	Course Code	BMKT3033		
3.	Status	Elective		
4.	Credit Hour	3 (2+1) 2 lectures (2 hours per week x 14 weeks) 1 tutorial (1.5 hours per week x 14 weeks)		
5.	Semester/Year	N/A		
6.	Prerequisites	BMKT2023 Marketing Theory and Practices		
7.	Teaching method:	Distance learning (Electronic)		
8.	Evaluation	Assessment and Marking Percentage: <div> Quizzes10 % Assignments10 % Interactions through discussion board10 % Mid-Semester Exam20 % Final Examination50 % </div>		
9.	Lecturer	N/A		
10.	Objective of the Subject	This subject aims to provide students with a strong and solid understanding of the principles and theories of consumer. Therefore, the students should be able to describe and explain how individual determines as well as how environmental factors influence consumer decision-making process. Further, this subject also allows students to formulating effective and efficient marketing plans. Islamic values incorporated within related topics will be added in this course.		
11.	Learning Outcomes	Upon completion of this subject, students should be able to: <ul style="list-style-type: none"> • Explain the principles and theories of consumer behavior and how they relate to strategic market planning. • Enhance understanding on the concepts of consumer research and to establish market segments and targets. • Describe the individual determinants that influence a consumer behavior: motivation, personality, knowledge, perception, attitudes and behavior. • Explain the social and cultural dimensions of consumer behavior to include family, culture, subculture and social class effects on marketing and selling. • Understanding the process and factors related to consumer decision-making. 		
12.	Synopsis	This subject provides student with the underpinning element in marketing. Understanding consumer behavior (CB) principles and theories is crucial because it helps to highlight the important aspect of consumer behaviors. Through CB, student will gain better understanding on activities people undertake when obtaining, consuming, and disposing of products and services. Specifically, CB theories help students to understand the impact of individual determinants (motivation, personality, learning, perception, communication and attitude) and environmental influences (groups, family, culture and social class) on consumer purchase decision-making. Also included are discussions of several key topics through the Islamic and international perspectives.		
13.	Topics	Details	Lecture (Hrs)	Tutorial (Hrs)
	Topic 1	Introduction to Consumer Behavior <ul style="list-style-type: none"> • Foundations of consumer behavior • Customer value, satisfaction & retention • Marketing ethics & social responsibility • Sahria (Islamic) marketing values 	1	0
	Topic 2	Consumer Research <ul style="list-style-type: none"> • Consumer research paradigms • Consumer research process 	1	1.5
	Topic 3	Market Segmentation <ul style="list-style-type: none"> • Market segmentation process • Bases for market segmentation • Criteria for effective targeting of market segments • Implementing segmentation strategies 	2	1.5

	Topic 4	Consumer Needs & Motivation <ul style="list-style-type: none"> • Dynamics of Motivation • Arousal of Motives • Frustration • Types and Systems of Needs • Motivating Consumers 	2	1.5
	Topic 5	Personality & Self Concept <ul style="list-style-type: none"> • Theories of personality • Psychographics • Self and Self-Image • Marketing application 	2	1.5
	Topic 6	Consumer Perception <ul style="list-style-type: none"> • Elements of perception • Dynamics of perception • Consumer Imagery 	2	1.5
	Topic 7	Consumer Learning & Knowledge <ul style="list-style-type: none"> • Elements of consumer learning • Learning theories • Importance of consumer knowledge • Types of consumer knowledge • Sources of consumer knowledge • Benefits of understanding consumer knowledge • Brand loyal & brand equity 	3	2
	Topic 8	Consumer Beliefs, Feelings, Attitudes and Intentions <ul style="list-style-type: none"> • Consumer Beliefs & Feelings • Types of attitudes • Structural models of attitudes • Attitude formation • Strategies of attitude change • Consumer Intentions 	2	1.5
	Topic 9	Reference Groups , Family & Social Class Influences <ul style="list-style-type: none"> • Power of reference group • Importance of families and households • Family consumption roles and decision making. • Family life cycles • Changing family and household structure • Determinants of social class 	3	2
	Topic 10	Influence of Culture , Subculture& Cross-cultural <ul style="list-style-type: none"> • The Meaning of Culture • Islamic Values versus Cultural Values • Communication and Diffusion of Innovations • Implications of Islamic Values on Marketing Communication 	2	1.5
	Topic 11	Cross-cultural : International & Islamic Perspective <ul style="list-style-type: none"> • Cross-cultural analysis • Alternative multinational strategies • Consumer behavior in Islamic marketing • Marketing mistakes or failure 	2	2
	Topic 12	Consumer Influence & Diffusion of Innovations <ul style="list-style-type: none"> • Making contact • Shaping opinions • Helping consumers to remember • Types of innovations • Success factors of innovations 	2	2

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		<ul style="list-style-type: none"> The diffusion process 		
	Topic 13	Consumer Decision Making <ul style="list-style-type: none"> Consumer Decision Making Process Pre-purchase Purchase Post-purchase 	4	3

		Total contact hours	28	21
		Equivalent lecture hours	28	14
		Total lecture hours	42	
		Credit hours	3	
14.	Main references:	1. Leon G. Schiffman & Leslie Lazar Kanuk (2007), Consumer Behavior (9th ed). Prentice Hall Inc. ISBN-13 : 9780131869608		
		2. Blackwell, R., & Miniard, P. (2006). Consumer Behavior (10th ed.). South-Western College Publishing.		
15.	Additional References:	1. Michael Solomon (2007), Consumer Behavior (7th ed) , Prentice Hall Inc. ISBN-13 : 9780132186940		
		2. Sheth, J., & Mittal, B. (2004). Consumer Behavior (2nd ed.) . South-Western College Publishing.		
		3. Hawkins, D. I. et al. (2004). Consumer Behavior: Building Marketing Strategy (9th ed.) . The McGraw-Hill Companies.		
		4. Hermawan Kartajaya & Muhammad Syakir Sula (2006). Sharia Marketing (Business Principle Based on Islamic Values) . MarkPlus&Co. Jakarta.		
	Other Materials:	All other materials will be available to students online.		