

## **Consumer Behaviour: HBM 2301**

This course introduces students to the influence that consumer behaviour has on marketing activities. Students will apply theoretical concepts to marketing strategies and decision making.

### **Objectives**

Upon successful completion of this course, students should be able to:

- Explain and apply the key terms, definitions, and concepts used in the study of consumer behaviour.
- Demonstrate how as a marketer you can use your knowledge of consumer behaviour concepts to develop better marketing programs and strategies to influence those behaviours.
- Critically evaluate the effectiveness of various advertisement and promotions and their attempts to influence the behaviours of individuals.
- Analyze the trends in consumer behaviour, and apply them to the marketing of an actual product or service.

### **Course Outline**

Module 1: Introduction to Consumer Behaviour and Consumer Research

Module 2: Internal Influences on Consumer Behaviour

- Topic 1: Motivation and Involvement
- Topic 2: Personality, Self-Image, and Life Style
- Topic 3: Consumer Perception
- Topic 4: Consumer Learning
- Topic 5: Consumer Attitude Formation and Change
- Topic 6: Communication and Consumer Behaviour

Module 3: External Influences on Consumer Behaviour

- Topic 1: The Influences of Culture on Consumer Behaviour
- Topic 2: Subcultures and Consumer Behaviour
- Topic 3: Social Class and Consumer Behaviour
- Topic 4: Reference Groups and Family
- Topic 5: Consumer Influence and the Diffusion of Innovations

Module 4: Consumer Decision Making

### **Required Text and Materials**

Leon Schiffman, Leslie Kanuk, and Mallika Das. *Consumer Behaviour*. Canadian (1st) edition. Pearson Education, 2006. Textbook. ISBN: 0131463047

# Icm Exam Consumer Behaviour Course Outline

**Robert R. Redfield**



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