ALLAMA IQBAL OPEN UNIVERSITY ISLAMABAD
(Department of Business Administration)

CONSUMER BEHAVIOUR (8515)

CHECKLIST

SEMESTER: AUTUMN 2012

This packet comprises the following material:

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

Please contact at the address given below, if you find anything missing out of the packet:

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Ms. Beenish Ehsan
Course Coordinator
ASSIGNMENT No. 1

Course: Consumer Behaviour (8515)  Semester: Autumn 2012
Level: MBA (3 ½ Years)  Total Marks: 100

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  Total Marks: 100
(Units: 1–5)  Pass Marks: 50

Q. 1 (a) Discuss the impact of digital technologies on marketing strategies. (10)
(b) Describe the consumer research process in detail. (10)

Q. 2 Discuss the motivation as a psychological force. Also explain the measurement of motives. (20)
Q. 3 What is the concept of personality? Discuss the concept of brand personality in detail. (20)

Q. 4 What is meant by attitude? Describe different strategies for attitude change. (20)

Q. 5 Explain the elements of consumer learning. Also discuss the cognitive theory of learning. (20)

ASSIGNMENT No. 2
(Total Marks: 100)

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:
- Introduction to the topic
- Important sub-topics
- Practical aspects with respect to the topic
- Review of theoretical and practical situations
- Merits, demerits, deficiencies or strengths of the organization with respect to your topic
- Conclusions and recommendations
- 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. Marketing Mix
1. Influence of Culture on Consumer Behaviour
2. Ethics and Consumer Motivation
3. Designing Persuasive Communications
4. Levels of Consumer Decision Making
5. Middle Class Consumers
6. Celebrity and Other Reference Groups Appeals
7. Selection of Projects
8. Selected Consumer Behavior Applications of Social Class
9. Relationship Marketing

DETAILED COURSE OUTLINE

Unit–1: Consumer Behaviour 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–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–3: Personality and Consumer Behaviour
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–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–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–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–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–8: Social Class and Consumer Behaviour
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–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 Behaviour
9.7 Beyond the Decision: Consuming and Possessing
9.8 Relationship Marketing

Recommended Books:


http://www.educatepk.com