

KARACHI UNIVERSITY BUSINESS SCHOOL

UNIVERSITY OF KARACHI

BS-VII

Course Title	:	CONSUMER BEHAVIOR
Course Number	:	BA (H) – 601
Credit Hours	:	03

Objective

The objective of this course is to make students aware of the dynamics behind buying behavior. The needs and the motivation of the consumer are to be highlighted. This course would lead the student to understand the role of Demographics and Psychographics on the Consumer

Course Contents

1. Introduction:

- 1.1 Definition
- 1.2 Application of the Understanding of Consumer Behavior

2. Market Segmentation

- 2.1 Marketing mix
- 2.2 Demographic Segmentation
- 2.3 Geographic Segmentation
- 2.4 Benefit Segmentation
- 2.5 Usage Segmentation
- 2.6 Psycho-graphic Segmentation
- 2.7 Product Positioning

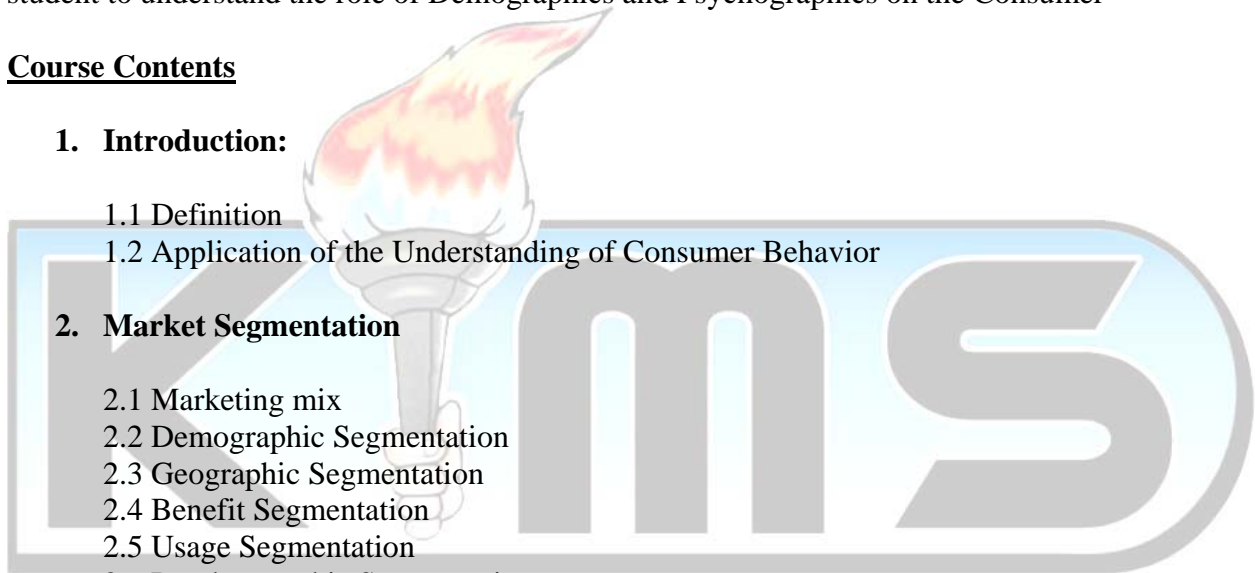
3. Consumer Motivation

- 3.1 The Influence of Needs
- 3.2 Need Theories

4. Perception and Consumer Behavior

- 4.1 Perceptual Selection
- 4.2 Perceptual Interpretation
- 4.3 Price Perceptions

5. Attitudes and Consumer Behavior



- 5.1 Nature of Consumer Attitudes
- 5.2 Role of Attitudes in Developing Marketing Strategy
- 5.3 Relationship between Beliefs, Attitudes and Behavior

6. Consumer Decision Making

- 6.1 Problem Recognition
- 6.2 Information Search and Evaluation
- 6.3 Purchase Process
- 6.4 Post Purchase Behaviors

7. Life Style and Personality Influences:

- 7.1 Application of Life Style Characteristics to Marketing Strategies
- 7.2 Personality Theories and Consumer Behavior

Recommended Books

1. Evans, Martin, Consumer Behavior, John Wiley & Sons Inc. (2006).
2. Solomon, Michael, R., Consumer Behavior: Buying, Having, and Being, Upper Saddle River, NJ: Pearson Education, Inc., (6th Edition).

