**UNIT CONTENTS**

**UNIT GUIDE INFORMATION**

**Unit Code** DIP/BMA/ES/CBE712

**Unit Title** Consumer Behaviour (CBE)

**Unit Status** Essential

**Unit Value** 1.0

**Learning Time** 100 Hours

**Aims of the Unit**

1. To develop an awareness on the importance of consumer behavior study in marketing
2. To develop better understanding in dealing with different consumer behaviour
3. To enable students to use consumer behavior study as an important factor in preparing for marketing strategies

**Teaching and Learning Strategies**

1. Teaching-learning is more of a student-centered approach but students should be presented with the initial background information.
2. Practical activities, group discussion, role play and presentation is essential and should be integrated into the teaching/ learning process whenever possible

**Assessment Scheme**

Assessment will be in accordance with current BDTVEC Certification & Assessment Policy. The weighting of the assessments will be as below:

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| --- | --- | --- | --- |
| COMPONENT | ASSESSMENT | SKILL AREA | WEIGHTING |
| COURSEWORK**(100%)** | *Test**Assignment 1**(Case Study and Presentation)**Assignment 2**(Case Study and Presentation)* | *504.1 – 504.3**504.1 – 504.3**504.4 – 504.6* | *20%**40%**40%* |

| SKILL AREA504 CONSUMER BEHAVIOUR |
| --- |
| PERFORMANCE OBJECTIVE | ENABLING OBJECTIVES |
| 1. Describe consumer behaviour

(5 Hours)**PERFORMANCE STANDARD**Given scenarios, correctly describe the reasons and perspectives of consumer behavior | 1. Define consumer behaviour
2. Explain the reasons for studying consumer behaviour
3. Explain the model of consumer behavior
* marketing and other stimuli
* buyer’s black box
* buyer’s responses
1. Explain the marketing applications of consumer behavior knowledge
* environmental analysis
* market research
* segmentation
* product positioning
* marketing-mix strategy
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| 1. Describe the internal influences on consumer behaviour

(30 Hours)**PERFORMANCE STANDARD**Given scenarios, correctly explain the internal factors that influence consumer behaviour | * + 1. Explain internal influence: motivation and involvement
* explain Maslow’s Theory of motivation
* state the basic classification of motives using McGuire’s Psychological Motives
* discuss the roles of motives in understanding consumer behavior
* identify the nature of consumer involvement and its market implications
	+ 1. Explain internal influence: personality
* define personality
* explain theories of personality e.g psychoanalytic, social-psychological and trait factor
* discuss the general approaches available for measuring consumer’s personality
	+ 1. Explain internal influence: perception
* define perception
* identify the basic concepts of perception
* sensation
* absolute threshold
* differential threshold
* subliminal perception
* explain the processes of perception
* describe the implication of consumer perception in strategy marketing
	+ 1. Explain internal influence: learning and memory
* define learning
* identify the basic concepts of learning
* motivation
* cues
* response
* reinforcement
* explain the method of learning and its implication in understanding consumer behavior
* define memory and explain the two components of consumer memory i.e. short-term and long-term memory
	+ 1. Explain internal influence: attitude formation and change
* state features of consumer attitude
* describe some strategies for changing attitudes and intentions
* low-involvement strategies
* high-involvement strategies
* describe how consumer attitude affects marketing activities
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| 1. Describe the external influences on consumer behavior

(30 Hours)**PERFORMANCE STANDARD**Given scenarios, correctly explain the external factors that influence consumer behaviour | 1. Explain the external influences: family and households
* define family and households
* state variables affecting family purchase decision
* discuss family purchase roles
* describe the importance of family influences on consumer behavior
1. Explain the external influences: social group
* identify different types of social group
* identify characteristics of a social group
* describe reference group and its influence on consumer behavior
1. Explain the external influences: social class
* explain the concept of social class
* identify variables that determine consumer’s social status
* describe social class categorization
1. Explain the external influences: social class
* explain the concept of social class
* identify variables that determine consumer’s social status
1. Explain the external influences: culture
* define culture and its the essential features
* describe types of cultural values and how they influence consumer behavior
* describe cultural changes and its implication for strategic marketing
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| 1. Identify individual consumer decision process

(12 Hours)**PERFORMANCE STANDARD**Given scenarios, correctly identify consumer decision process | 1. Describe the consumer decision making process
2. Analyse the consumer decision making process
* problem recognition
* consumer research behavior
* alternative evaluation
* consumer choice process
1. Examine consumption experience
2. Examine the development of post-acquisition satisfaction / dissatisfaction
3. Examine product disposition
4. Examine brand loyalty
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| 1. Describe information processing by consumers

(14 Hours)**PERFORMANCE STANDARD**Given scenarios, correctly describe the various information processing by consumers  | 1. Explain information processing
2. Describe the stages in information processing
* exposure stage
* attention stage
* comprehension stage

3 Describe consumers’ memory and cognitive learning* memory
* knowledge
* forgetting
* affect and memory
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| 1. Identify organizational buyer behaviour

 (9 Hours)**PERFORMANCE STANDARD**Given scenarios, correctly describe organizational buyer behaviour and decision process | 1. Explain the difference between consumer buyer behavior and organizational buyer behavior
* emotional versus rational factors
* size of purchase
* relationships
* complexity
* involvement
* perceived risks
1. Identify the characteristics of organizational buyer
* group involvement
* technical knowledge
* rational motivation

3 State steps of organizational buying decisions |