




# Consumer Behaviour

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## Subject Objectives

- Knowledge and understanding
  - theories
  - implications for strategic marketing decisions
  - a focus on marketing communication decisions

## Subject Objectives

- Communication skills
  - a focus on individuals skills in developing and presenting ideas orally and in writing, case study form

## Learning Outcomes

- Demonstrate a detailed understanding of the basic concepts of consumer behaviour describe how this knowledge can be used by marketers
- Demonstrate ability to segment markets using consumer behavior concepts/constructs
- Identify and illustrate how these concepts can be used to explain the decisions buyers make in the marketplace

## Learning Outcomes

- Analyse the behaviour profiles of specific market segments
- Understand the basic aspects of strategy development as it applies to specific target groups
- Explain and apply marketing communication in relation to consumer behaviour.

08-Jan-18

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## Course Structure

- Lecture 01: Consumer behavior and marketing strategy
- Lecture 02: Problem recognition and Information search
- Lecture 03: Evaluating and selecting alternatives
- Lecture 04: Outlet selection and product purchase - Situational influences

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## Course Structure

- Lecture 05: Postpurchase processes, customer satisfaction and consumer loyalty
- Lecture 06: Perception, Learning and Memory
- Lecture 07: Motivation, Personality and Emotion
- Lecture 08: Attitude and attitude change
- Lecture 09: External influences - Cultural and Social factors

## Required Resources

- Prescribed textbook
  - [1]. Quester, P., Pettigrew, S., Koanidis, F., Rao Hill, S., & Hawkins, D.I, (2014), *Consumer Behaviour: Implications for marketing strategy* (7th ed.), McGraw-Hill (Australia).

## Required Resources

- Recommended texts
  - [2]. Michael Solomon, 2014, *Consumer behavior : Buying, having, and being* (11th ed.), Prentice Hall.
  - [3]. Phạm Thị Minh Lý và các đồng nghiệp, 2014, *Hành vi người tiêu dùng*, NXB Kinh Tế TP HCM.

## Required Resources

- Others texts
  - [4]. Wayne D. Hoyer, Deborah J. MacInnis, Rik Pieters, 2013, *Consumer behaviour* (6th ed.), Cengage Learning.
  - [5]. Hawkins D., 2015, *Consumer behavior : Building marketing strategy* (11th ed.), Boston: McGraw-Hill/Irwin.

## Course Assessment Item

- Group assignment
- Online quizzes
- Final examination

## Assessment

• Tutorial participation	30%
– Tutorial case study	
– Online quizzes	
– Group presentation	20%
• Mid semester test (Multiple choice)	20%
• Group assignment project	50%
	100%