

ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD
(Department of Business Administration)

WARNING

- 1. PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM AWARD OF DEGREE/CERTIFICATE, IF FOUND AT ANY STAGE.**
- 2. SUBMITTING ASSIGNMENT(S) BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

Course: Consumer Behavior(8428)
Level: BBA

Semester: Spring, 2024

Please read the following instructions for writing your assignments.

(AD, BS, BEd, MA/MSc, MEd) (ODL Mode)

1. All questions are compulsory and carry equal marks but within a question, the marks are distributed according to its requirements.
2. Read the question carefully and then answer it according to the requirements of the question.
3. Avoid irrelevant discussion/information and reproducing from books, study guide or allied material.
4. Hand written scanned assignments are not acceptable.
5. Upload you typed (in Word or PDF format) assignments on or before the due date.
6. Your own analysis and synthesis will be appreciated.
7. Late assignments can't be uploaded at LMS.
8. The students who attempt their assignments in Urdu/Arabic may upload a scanned copy of their hand written assignments (in PDF format) on University LMS. The size of the file should not exceed 5 MB.

ASSIGNMENT No. 1

(Units: 1-5)

Total Marks: 100

Pass Marks: 50

- Q. 1 What kind of approach (strategy) should a brand have when it enters a crowded category with which the consumers are familiar (for example, products like soaps, shampoos, two-wheelers, etc.)? **(20)**
- Q. 2 What are the specific differences in Consumer decision-making between FMCG products and durables? **(20)**
- Q. 3 Think of a product or service of your choice. Now enumerate ways in which it could be marketed to target consumers as both an approach object and an avoidance object. Cite appropriate examples. **(20)**
- Q. 4 How do consumers accept new products and brands (specifically the target segment of consumers in a given social context)? **(20)**
- Q. 5 What kinds of factors influence the selection of retail outlets when a consumer decides to buy a product? **(20)**

ASSIGNMENT No. 2

Total Marks: 100

Pass Marks: 50

This assignment is a research-oriented activity. You are required to obtain information from a business/commercial organization and prepare a report of about 1000 words on the issue allotted to you to be submitted to your teacher for evaluation.

You are required to select one of the following issues according to the last digit of your roll number. For example, if your roll number is P-3427180 then you will select issue # 0 (the last digit): -

List of Topics:

0. Cognitive Dissonance Theory
1. Attribution Theory
2. Communication Process
3. Cross Cultural Consumer Behavior
4. Reference Groups
5. Consumer Decision Making
6. Relationship Marketing
7. Anthropomorphism
8. Family Life Cycle
9. Consumer Motivation

The report should follow the following format:

1. Title page
2. Acknowledgments
3. An abstract (one-page summary of the paper)
4. Table of contents
5. Introduction to the issue (brief history & significance of issue assigned)
6. Practical study of the organization (with respect to the issue)
7. Data collection methods
8. SWOT analysis (strengths, weaknesses, opportunities & threats) relevant to the issue assigned
9. Conclusion (one-page brief covering important aspects of your report)
10. Recommendations (specific recommendations relevant to the issue assigned)
11. References (as per APA format)
12. Annexes (if any)

GUIDELINES FOR ASSIGNMENT # 2:

- 1.5 line spacing
- Use headers and subheads throughout all sections
- Organization of ideas
- Writing skills (spelling, grammar, punctuation)
- Professionalism (readability and general appearance)
- Do more than repeat the text
- Express a point of view and defend it.

PRESENTATION:

Presentations provide you the opportunity to express your communication skills, knowledge, and understanding of concepts learned during the practical study assigned in assignment No. 2.

You should use transparencies and any other material for effective presentation. The transparencies are not the presentation, but only a tool; the presentation is the combination of the transparencies and your speech. Workshop presentation transparencies should only be in typed format.

The transparencies should follow the following format:

- 1) Title page
- 2) An abstract (one-page summary of the paper)
- 3) Introduction to the issue (brief history & significance of issue assigned)
- 4) Practical study of the organization (with respect to the issue)
- 5) Data collection methods
- 6) SWOT analysis (strengths, weaknesses, opportunities & threats) relevant to the issue assigned
- 7) Conclusion (one-page brief covering important aspects of your report)
- 8) Recommendations (specific recommendations relevant to the issue assigned)

DETAILED COURSE OUTLINE (8428)

Unit–1: Consumer Behavior 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 Behavior

- 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 a 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 the 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 Behavior

- 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 Consumers
 - 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 Behavior
- 9.7 Beyond the Decision: Consuming and Possessing
- 9.8 Relationship Marketing

Recommended Books:

Schiffman, L. G., Kanuk, L. L.(2009).*Consumer Behaviour* (9th ed.).Delhi: Dowling Kinderslay.

Hoyer., &Macinnis. (2009). *Consumer Behavior*, (5th ed.). Canada: Nelson Education Ltd.

Khan, M. (2007).*Consumer Behavior*(2nded.). New Age International.

