

শুল্ক অথ বিজনেস  
SCHOOL OF BUSINESS  
এসজিএফ'ক ডিগ্রি রেকর্ডিং

## MBA 4321 Consumer Behavior

Course Development Team

**Writer**

**Md. Ashraful Islam Chowdhury**  
Associate Professor  
Department of Marketing  
University of Dhaka

**Editor, Style Editor & Coordinator**

**Md. Jakir Hossain**  
Assistant Professor  
School of Business  
Bangladesh Open University

This book has been published after being refereed for the students of  
School of Business, Bangladesh Open University



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**বাংলাদেশ উন্মুক্ত বিশ্ববিদ্যালয়**

# MBA 4321

## Consumer Behavior

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## Reading Instructions

### Dear Students

You may be tempted to skip over the introduction to this textbook. However you need to understand the organization and the features of this text if you really want to do better and have very worthwhile experiences in this course. Most students in *Consumer Behavior* course aspire careers in marketing management. The purpose of this text, therefore, is to provide students with a usable managerial understanding of consumer behavior.

The real focus of the course is shared philosophy about the consumer behavior and how this is used by business firms to make their decisions effective and efficient. Today everyone needs a basic understanding of why consumers behave as they do, not just those of you planning careers in business. Therefore, the course will help you to handle the consumer research operations and find out different exotic techniques which will also help you to enjoy great popularity in the today's marketing arena. It is also expected that the course will make you prepared to assume different responsibilities in any type of organization/enterprise, ranging from small and large organizations, to profit and nonprofit organizations, to manufacturing as well as service industries.

### Approach of this Text

This book will focus primarily upon the different theories of consumer behavior and the application of those theories and research to business problems. In this text, we have tried to include a large number of real world examples in order to demonstrate how the concepts and theories are applied by the marketers in developing and implementing strategies. Throughout the course, we will cast you in many decision-making roles ranging from *starving students* to *corporate executives*.

### Elements of this Textbook

This first edition of this course is accompanied by a wide variety of in-text learning aids. Understanding their purposes should help you use them to greater advantage. Each unit starts with unit introduction and followed by a number of learning aids designed to help you study more purposefully. They are intended to illustrate a major theme of the unit in a non-technical way. This text consists of thirteen units and each unit is divided into several lessons. As you know, it is a three credit course, so you are supposed to remember that you need to study three lessons in each week to complete the whole course. Each lesson also includes a short-set of learning objectives, which are integrated with the text discussions, lesson summaries, and assignment materials. These objectives identify the main points in each unit and may help you study for

exams. However, do not limit yourself to meeting these objectives. Strive to broaden your knowledge.

### **Assignment Materials**

One of the distinctive features of this text is the nature and variety of its assignment materials. We find that students can learn much from one another. This concept, often called *collaborative learning* which really works.

At the end of each lesson, there are some *Multiple Choice Questions* and some *Descriptive Questions*. Multiple choice questions will help you for your self evaluation and descriptive questions are for written answer. Some activities have also set in most of the lessons. *Activities* are short assignments, usually focusing on a single concept. They are designed to illustrate those concepts quickly and clearly. You also may find them similar to the types of exercises your tutor uses on exams.

Attempts have been made to write a useful and enjoyable text. In preparing this textbook, the works of many eminent scholars and authors have been liberally consulted. I express my gratitude to them. I would like to thank all those who have generously give me their time and suggestion while writing this book. Finally, I continue to rely on my wife who sacrificed a lot and stood beside me and provided continuous support and inspiration for which my dream of writing a text book becomes a reality.

# CONSUMER BEHAVIOR

## Course Outline:

### 1. Introduction to Consumer Behavior:

Defining consumer behavior, why study consumer behavior, applying consumer behavior knowledge, consumer decision making, an overview of consumer behavior, Psychological, sociological, anthropological and economic concept pertinent to consumption. Theories and models, theory building, theoretical origins of consumer behavior. Using models in consumer behavior research, different models of consumer behavior.

### 2. Environmental Influences:

- (a) Culture, components of culture, useful concepts of cultural analysis, cross-cultural research and multinational marketing, subcultures-nature of subculture, different types of subcultures and their marketing implications.
- (b) Social organizations and reference groups, socialization, reference groups norms and conformity, social change, how social trends affect consumption.
- (c) Social class, social stratification, research models of social class, social class and buying behavior.
- (d) Family, influences on family decision making, using family concepts in marketing.

### 3. Individual Influences: The nature and significance of individual influence, individual determinants of consumer behavior.

- (a) Learning, learning theories, behavior modification in psychology and marketing, retention of advertising messages, habit formation and brand loyalty.
- (b) Perception, theories of perception, modes of perception, factors determining perception, features of perception affecting consumer behavior.
- (c) Motivation and personality, motivation theories, motivation research methods the concept of personality, personality theories, personality in consumer behavior research.
- (d) Attitudes, influence of attitudes, understanding attitude, attitude organization, models of attitude, functions of attitude, how attitudes are measured, attitude change, cognitive dissonance theory, multiattribute theory.

### 4. Consumer Decision Process:

Problem recognition, search and evaluation, purchasing processes, postpurchase behavior.

**Book Recommended:**

1. Consumer Behavior (Concepts and Strategies), Harold W. Berkman and Christopher C. Gilson, Kent Publishing Company, Boston, Massachusetts.

**Reference Books:**

1. Consumer Behavior, David L. London & Albert J. Della Bitta, Fourth edition, McGraw-Hill International Editions, Marketing Series, 1993.
2. Consumer Behavior, Leon G. Schiffman and Leslie Lazar Kanuk, Prentice-Hall of India Private Limited, 6<sup>th</sup> Edition, 1998

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