

THE INSTITUTE OF COMMERCIAL MANAGEMENT

SUBJECT SYLLABUS



**Campaign planning & control**

### **Introduction to the Study of Consumer Behaviour:**

- What is Consumer Behaviour?
- Why We Study Consumer Behaviour
- Why the Field of Consumer Behaviour Developed
- The Role of Consumer Behaviour

### **Consumer Research:**

- The Consumer Research Process
- Developing the Research Objectives
- Collecting Secondary Data
- Designing Primary Research
- Data Collection
- Analysis & Report Preparation

### **Analytical Segmentation System for Consumers:**

- Who Uses Market Segmentation
- How Marketers Use Market Segmentation
- Bases for Market Segmentation, Including Social Class, Social Status, Family, Company Size, Product Usage & Location
- Implementing Segmentation Strategies

### **Consumer Needs & Motivation:**

- Motivation
- Needs
- Goals
- Positive & Negative Motivation
- Dynamic Nature of Motivation Including Frustration & Arousal of Motives
- Types & System of Needs
- Motivation Research

### **Personality & Consumer Behaviour:**

- What is Personality
- Theories of Personality
- Personality & Understanding Consumer Diversity

### **Consumer Perception:**

- What is Perception?
- The Dynamics of Perception
- Consumer imagery

### **Learning & Consumer Involvement:**

- What is Learning?
- Behavioural Learning Theories
- Cognitive Learning Theories
- Brand Loyalty & Brand Equity

### **Nature of Consumer Attitudes:**

- What are Attitudes?
- Structural Models of Attitudes
- Attitude Formation
- Attitude Change

### **Group Dynamics & Consumer Reference Groups:**

- Types of Groups
- Reference Groups & Their Applications
- What is a Family?
- Functions of the Family
- Family Decision Making
- The Family Life Cycle

**Social Class & Consumer Behaviour:**

- What is social Class?
- Measurement of Social Class
- Lifestyle Profiles of the Social Class
- The Affluent Consumer
- The Non-Affluent Consumer

**The Influence of Culture on Consumer Behaviour:**

- What is Culture?
- Characteristics of Culture
- Measurement of Culture
- Core Values
- What is Sub-Culture?
- Sub-Cultural Aspects of Consumer Behaviour

**Diffusion of Innovations:**

- The Diffusion Process
- The Adoption Process
- A Profile of the Consumer Innovator

**Consumer Decision Making:**

- What is a Decision?
- Four Views of Consumer Decision Making
- Models of Consumer Decision Making
- Opinion Leadership
- The Interpersonal Flow of Communication

**Reading List**

**Main Text:**

Consumer Behaviour - Leon G Schiffman & Leshie Lazar Kanuk (Prentice Hall)

**Alternative Texts and Further Reading:**

Consumer Behaviour - Chris Rice (Butterworth/Heinemann)







