COURSE OBJECTIVES

The study of Consumer Behavior will help you to understand how to apply concepts like learning, personality, motivation, perception, attitudes, communication and decision making in the following ways;

- The psychologies of how consumers’ think, feel, reason and select between different alternatives (e.g. brands, products);
- The psychology of how the consumer is influenced by his or her environment (e.g. culture, family, signs, media);
- How consumer motivation and decision strategies differ between product that differ in their level of importance or interest that they entail for the consumer; and
- The behavior of consumers while shopping or making other marketing decisions;
- Limitations in consumer knowledge or information processing abilities to influence decisions and marketing outcome
- How marketers can adapt and improve their marketing campaigns and marketing strategies to more effectively reach the consumer.

LEARNING OUTCOMES

This course will teach you how to apply consumer behavior concepts in tailoring your marketing and brand strategies to be able to promote your brand and persuade your customer to purchase it. The application of this information will be in the fields of;

- Analyzing your customer needs and tailoring your strategies
- Developing the product and improving it to meet their satisfaction with greater value addition
- Determining a price point for the brand according to the target segment
- Designing promotional strategies especially advertising, direct marketing techniques, promotions. Etc. for building your brand


READING PACK: Table Of Contents: (Available from Photoshop)

1. Measuring Demand: Creating the Demand Landscape
2. 12 Crucial Consumer Trends in 2012
3. Branding: Differentiation That Customers Value
4. Customer-Centered Brand Management
5. Rediscovering Market Segmentation
6. The Role of Differentiation in Markets; Driven By Advertising
7. Integrated Marketing as management of holistic customer experience
8. Know what your customers want before they do
9. Localization
10. The 10 trends you have to watch
11. The New Indian Consumer
YOU ARE A BRAND!! All brands are expected to meet a certain level of performance, with full trust as well as fulfill expectations and provide value added equity!!

1. Class Participation and Individual Conduct
You need to complete readings and collect sufficient technical background before the class according to the topic for active participation and comprehensive contribution. Value added contribution is your right and responsibility. This will enable you to obtain a grade to your satisfaction. Respect for all opinions expressed is a given and I expect tolerance from all of you as responsible participants.

Grading Scale: 1 – 10

<table>
<thead>
<tr>
<th>Grade</th>
<th>Description</th>
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<tbody>
<tr>
<td>0</td>
<td>When you are absent.</td>
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<tr>
<td>1-2</td>
<td>When you are prepared with the pre-assigned readings and respond to questions</td>
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<tr>
<td>3-4</td>
<td>When you are confident with your preparation and communicate it.</td>
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<tr>
<td>5-6</td>
<td>When you have prepared yourself beyond the assigned readings and demonstrate a deeper grasp of issues.</td>
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<tr>
<td>7-8</td>
<td>When you steer class discussions into areas providing additional learning.</td>
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<td>9-10</td>
<td>When you have taught something new to everyone in the class.</td>
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2. Assignment # 1: How Do People Consume? Market Video
This is a video snapshot of all activities you think are used by marketers to talk to consumers; You need to chose a particular/specific Pakistani product/brand/category.

3. Assignment # 2: Field Trip: EXPO 2012; Oct 4-7, 2012; How Do Marketers Make Consumers Consume? Visit the EXPO and record all communication and promotion activities/methods used by marketers of the category you have chosen for the CB insight Exercise.

4. Assignment # 3: How Do You Consume? Self – Analysis
Conduct a self-analysis of your own buying behavior; with a purpose to identify all the different influencing factors/reasons (e.g. family, personality, mood, learning, motivation, perception, attitudes, communication and decision making etc.) for making different purchases in general (e.g. toiletries, clothing, snacks, etc.) Select only 5 products; with price ranges of Rs. >50; 200-350; 500-600; 1000-1500 and 5000; for your analysis. You need to analyze your CB rationale and conclude with a detailed self-behavior profile.

5. Assignment # 4: Do People Consume Appropriately? Consumer Insight Exercise
You have to conduct an in-depth interview of a customer who is not participating in this course. (Choose one option per group with no duplication)
   I. Choice process of a mundane product costing less than Rs.500
   II. Choice process of Product/service costing at least Rs. 1500 performing a utilitarian function
   III. Choice process of Product/service costing above Rs. 5000 which the customer feels that it reveals something about the kind of person he/she is
   IV. Determine relationship between consumer and product/service of a mundane product costing less than Rs.500
   V. Determine relationship between consumer and Product/service costing at least Rs. 1500 performing utilitarian function
   VI. Determine relationship between consumer and product/service of Product/service costing above Rs. 5000 which the customer feels that it reveals something about the kind of person he/she is.

The focus of your analysis will be “What does this interview tell us about how the consumer behaves with reference to this product.

6. Assignment # 5: CB Research Paper
This involves research and investigation of the behavior of the typical consumer of a brand marketed in Pakistan. Categories include telecommunication, banks, paints, media, newspaper, saloons, chips, milk, snacks, bread, cosmetics, confectionary, oils, tea, etc. Your research will typically cover aspects of motivation, learning, attitude, perception and personality of the consumer. The report has 4 parts:
   1. The consumer profile (determined from a survey of the typical consumer)
   2. Current marketing practices used by marketers to influence the customers (Report as per your Investigation)
   3. Conclusion (Map the strategies the marketer needs to target consumer profile/behavior)
   4. Recommended strategy (for any gaps found in analysis)

7. Written Analysis of Cases (WAC)
The WAC template guide will be provided. A group WAC document has to be submitted for all cases before they are discussed in class.

8. Exams: Both Midterm and Final are predominantly practical and based on case analysis.
<table>
<thead>
<tr>
<th>ASSIGNMENT LOG</th>
<th>Required</th>
<th>Analyze; Determine; Conclude</th>
<th>Deliverable</th>
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<tr>
<td><strong>Assignment # 2</strong>&lt;br&gt;Communication Objectives:&lt;br&gt;10 points:&lt;br&gt;Due Week 6</td>
<td>EXPO Field trip: Thursday to Sunday Oct 4-7, 2012! Split into groups; pick a brand; Observe all activities; communication and promotion; mass and direct.</td>
<td>Analyze and conclude what the objective(s) of these communication tools were?&lt;ul&gt;&lt;li&gt;Provide knowledge?&lt;/li&gt;&lt;li&gt;Influence perception?&lt;/li&gt;&lt;li&gt;Change attitude towards the brand?&lt;/li&gt;&lt;li&gt;Motivate purchase?&lt;/li&gt;&lt;/ul&gt;Identify the targeted audience?</td>
<td>15 minute presentation on “Why did the Brand do what they did?” Using power point/video/visuals.&lt;br&gt;Submit Handout: Printout of the presentation. Conclude and identify what you learned from the activity.</td>
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<td><strong>Assignment # 3</strong>&lt;br&gt;How do you consume? 10 Points;&lt;br&gt;Due Week 9</td>
<td>Self-analysis: Identify all influencing factors.</td>
<td>Identify your own CB profile. Also identify what you learned from the activity.</td>
<td>Submit a Five page report.</td>
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<td><strong>Assignment # 4</strong>&lt;br&gt;Do people consume appropriately?&lt;br&gt;Consumer Insights : 10 points:&lt;br&gt;Due Week 12</td>
<td>Analyze the consumption of the product/brand chosen in assignment #1 Is it over consumed? Or under consumed? Identify ways to promote de-consumption (reduce consumption)? Identify impact of de-consumption on&lt;br&gt;• Consumers (users)&lt;br&gt;• Company/sponsor’s marketing strategy&lt;br&gt;• Market competition&lt;br&gt;• Domestic economy&lt;br&gt;• Global economy&lt;br&gt;• Society</td>
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<td>15 minute presentation with power point/video/visuals Handout: Printout of the presentation; Conclude and identify what you learned from the activity.</td>
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<td><strong>Assignment # 5</strong>&lt;br&gt;Consumer Research: 10 points:&lt;br&gt;Report Due Week 14 Presentation Week 15</td>
<td>Conduct a survey of at least 25 consumers of the brand selected in assignment #2 Is the perception of the consumer different from the desired perception (company view)? What is the attitude towards the brand of the consumers? What are the motivators behind purchase/consumption? What triggers the consumer to buy? What/who are the influencers? What role does personality play in the decision process?</td>
<td></td>
<td>20 page report including statistical analysis of survey data; conclusion identifying actual position and gaps. 15 minute presentation with power point/video/visuals Handout: Printout of the presentation. Conclude and identify what you learned from the activity.</td>
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**Grading Plan**<br><br>Assignments*<br>40 Marks<br>Class Participation<br>20 Marks<br>WAC *<br>10 Marks<br>Midterm Exam<br>15 Marks<br>Final Exam<br>15 Marks<br>* All are Group work except self–analysis
<table>
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<tr>
<th>#</th>
<th>WEEK OF</th>
<th>COURSE LOG</th>
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| 1  | Sep 3   | Introduction-Course Outline  
Faculty-Student Contract-Expectations-Requirements  
Review of Marketing Concepts: The Marketing Process |

### CONSUMERS AS INDIVIDUALS

| 2  | Sep 10  | Consumer Behavior: Its Origins and Strategic Applications  
Consumer Decision Making: Role of Marketer in Model of CB  
Class exercise : Role of Marketer in Model of CB  
Article: Crucial Consumer Trends in 2012 |

| 3  | Sep 17  | Assignment #1: Presentations: How do people consume? Market Videos  
Guest Speaker: Brand Manager |

| 4  | Sep 24  | Consumer Perception  
Case 1: XYLXS Indian Watches |

| 5  | Oct 1   | Consumer Learning  
Case 2: RIN |

| 6  | Oct 8   | Assignment #2: How Do Marketers Make Consumers Consume?: Field Trip Presentations  
Consumer Communications |

| 7  | Oct 15  | Consumer Personality  
Case 3: Tanishq  
Guest Speaker |

| 8  | Oct 22  | Consumer Motivation  
Case 4: Personal Shoppers at Sears  
Assignment #3: Report Due: How do you consume? |

### CONSUMERS AS DECISION MAKERS

| 9  | Oct 29  | Connect Decision Model with Market video and field Trip analysis  
Case 5: Starbucks; Delivering Customer Satisfaction |

| 10 | Nov 5   | Consumer Attitude Formation and Change:  
Case 6: Canadian Blood Services |

### CONSUMERS: CULTURE, AND SUBCULTURES

| 11 | Nov 12  | Reference Groups and Family Influences  
Social Class and Cultural Influences on Consumer Behavior  
Role Play: Class exercise  
Case 7: P&G Japan; Going Global |

| 12 | Nov 19  | Assignment #4: Presentation and Discussion  
“Do people consume appropriately?”  
Guest Session |

### APPLICATION AND STRATEGY

| 13 | Dec 3   | Segmentation and Targeting for Loyalty  
Case 8: Cineplex Entertainment |

| 14 | Dec 10  | Assignment # 5: Submit CB Research Report  
Use of Consumer Research: Case 9: P&G Ariel Launch  
Communicating with the Consumer: Case 10: Super Shampoo: IMC |

| 15 | Dec 17  | Assignment # 5: CB Research Presentations  
COURSE CONSOLIDATION |

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**FALL SEMESTER CALENDAR**

Monday September 03 through Thursday January 17, 2012  
Mid-Term Exam: Nov. 26-Dec. 1, 2012  
Teachers Evaluation: December 20 to December 28, 2012  
Preparatory Holidays: January 05 & January 06, 2013  
MBA Preparatory-Week: December 31, 2012 to January 06, 2013 (Extra sessions if required may be held)  
Final Exams: January 7-17, 2013