

Course Title	CONSUMER BEHAVIOUR
Course Code	MGT 300
Course Purpose and Objectives	This course provides an in-depth introduction to the consumer purchasing process, with particular emphasis on the psychological and social influences that shape consumer behaviour. Students will explore fundamental concepts such as motivation, perception, and attitude formation, and examine how reference groups, family, and culture influence buying decisions. The course also analyses the consumer decision-making process from both individual and group perspectives. Through case studies and applied activities, students will develop the ability to critically assess how and why consumers make purchasing choices, and how these behaviours evolve in different social contexts.
Learning Outcomes	<ol style="list-style-type: none"> 1. Examine consumer behaviour theories and their interdisciplinary foundations. 2. Demonstrate the psychological mechanisms underpinning consumer decision-making. 3. Compare the influence of culture, reference groups, and social identity on consumption. 4. Use consumer insights to strategic marketing decisions, including segmentation and communication. 5. Examine assess global and ethical considerations in consumer behaviour
Course Content	<p>Foundations of Consumer Behaviour</p> <p>Psychological Influences on the Individual Consumer</p> <p>Motivation, Attitudes, and Behavioural Change</p> <p>Cultural, Social, and Demographic Determinants</p> <p>Social Identity, Segmentation, and Market Typologies</p> <p>Consumer Decision-Making Process</p> <p>Applications of Consumer Behaviour in Marketing Practice</p>