Course Objective
This course provides the theoretical basis for analyzing consumers’ purchase behaviors and their applications in various areas of marketing.

Course Description
Consumer behavior analysis is the basic science of marketing and provides a deep understanding of the buying process and buying reasons of the end users of products and services. It includes topics on the use of the consumer behavior analysis in business and non-business decisions, buying process of consumers, individual and socio-cultural determinants of consumer behavior.

Course Details
Unit 1: Introduction LH 6
Concept and nature of consumer behavior. Why study consumer behavior: significance in daily lives and application to decision making. Application of consumer behavior knowledge in business decisions, marketing management, social marketing, and public policy decisions. Simple input-output based model of consumer behavior.

Unit 2: Consumer Buying Decision Process LH 12

Unit 3: Individual Determinants of Consumer Behavior LH 18
Consumer Information Processing and Perception: Information processing framework. Information Acquisition, Perceptual Encoding, and Interpretation.
**Consumer Attitude:** Attitude characteristics and functions, Attitude formation process. Attitude theories and models – Congruity theory, balance theory, Fishbein’s structural models. Attitude Change – low and high-involvement strategies. Persuasive communications and attitude change.

**Unit 4: Socio-environmental Determinants of Consumer Behavior**

**Social groups:** Types of social groups. Group properties. Reference groups. Influence of reference group on consumer behavior. Influence of opinion leaders and word-of-mouth communications.

**Family influences:** Family purchase roles. Family life cycle – traditional and modern. Influence of family in household and individual purchases.

**Social class:** Social class stratification and characteristics. Social class’s influence in consumer behavior. Social classes in Nepal and their consumption behavior.

**Culture and Sub-culture:** Characteristics of culture. Nepalese core cultural values and adopted cultural values and their implications in consumer behavior. Cultural values and its influence on consumer behavior. Sub-culture in Nepal.

**Situational influence:** The nature of situational influence; communications situation, purchase situation, usage situation, disposition situation. Situational influences and marketing strategies.

**References Books**


