

Weeks	Topics to be covered	Chapters
1	<b>Consumer behavior: its origin and strategic Applications</b> <ul style="list-style-type: none"> <li>• Development of the marketing concept.</li> <li>• Customer value satisfaction and retention</li> </ul>	1
2	<b>The Consumer research Process</b> <ul style="list-style-type: none"> <li>• Overview of consumer research</li> <li>• Developing research objectives</li> <li>• Collecting secondary data</li> </ul>	2
3	<ul style="list-style-type: none"> <li>• Designing primary data</li> <li>• Data analysis and reporting research findings</li> </ul>	2
4	<b>Market Segmentation And Strategic Targeting</b> <ul style="list-style-type: none"> <li>• What is market segmentation?</li> <li>• Criteria for effective targeting of market segments.</li> <li>• Bases for segmentation</li> <li>• Implementing segmentation strategies</li> </ul>	3
5	<b>Consumer Motivation</b> <ul style="list-style-type: none"> <li>• Motivation as a psychological force.</li> <li>• The dynamic of motivation..</li> <li>• Types and systems of needs.</li> </ul>	4
6	<b>Personality And Consumer Behavior</b> <ul style="list-style-type: none"> <li>• What is personality?</li> <li>• Theories of personality.</li> <li>• Brand personality.</li> </ul>	5
7	<ul style="list-style-type: none"> <li>• Self and self image</li> <li>• Virtual personality and self</li> </ul>	6
8	<b>Consumer Perception</b> <ul style="list-style-type: none"> <li>• Elements of perception</li> <li>• Dynamics of perception.</li> </ul>	6
9	<ul style="list-style-type: none"> <li>• Consumer imagery. <ul style="list-style-type: none"> <li>• Product Positioning</li> <li>• Digital Marketing and Product Positioning</li> <li>• Packaging as a positioning elements</li> </ul> </li> </ul>	9
10	<ul style="list-style-type: none"> <li>• Effectiveness of brand positioning</li> <li>• Perceptual mapping</li> <li>• Positioning of service</li> </ul>	9
11	<b>Communication and Consumer Behavior.</b> <ul style="list-style-type: none"> <li>• The source as the message Initiator.</li> <li>• The Receiver as the Target Audience.</li> </ul>	10
12	<ul style="list-style-type: none"> <li>• The Media as the Channels for transmitting Messages.</li> </ul>	10

# Icm Exam Consumer Behaviour Course Outline

**Stefan Hoffmann, Payam Akbar**



## **Icm Exam Consumer Behaviour Course Outline:**

**A Practical Introduction to Survey Design** Haydn Aarons, 2020-12-02 This is your definitive guide to designing your social survey It includes all the knowledge and skills you need to plan your survey with confidence and ease Every step of survey design from developing your questions to administering your survey and preparing your data for analysis is explained in easy to follow language It features Case studies demonstrating how effective surveys are conducted in real life Clear advice on how to design an ethical social survey Practical exercises to help you construct your survey Suggestions for further reading taken from cutting edge multidisciplinary sources The book also comes with a host of useful online resources including templates and reflective questions to help strengthen your understanding and apply your new found knowledge

*Daily Graphic* Ransford Tetteh, 2010-07-29      **Resources in Education** ,1975      Economic Titles ,1975

Organizations ,2006      *Bibliography of Agriculture* ,1974      **Instructor** ,1978      **Index Medicus** ,2003 Vols for 1963 include as pt 2 of the Jan issue Medical subject headings      **The Guardian Index** ,1993      *International bibliography of research in marriage and the family* Joan Aldous, 1967      **Yearbook of International Organizations** ,1984-12

Organizations James L. Gibson, John M. Ivancevich, James H. Donnelly, 2000      Cumulative Index to Nursing Literature Cinahl Information Systems Staff, 1999      *Who's who in the South and Southwest* ,1988 A biographical dictionary of noteworthy men and women of the Southern and Southwestern States      Bibliography of Agriculture with Subject Index ,1974      *Consumer Behavior* Stefan Hoffmann, Payam Akbar, 2023-01-03 Detailed textbook with a focus on consumer behavior research This textbook addresses the central question of whether and in what way advertising has a lasting influence on the purchase decision process For this purpose it takes a look at the focus of consumer behavior and market research In the course of this the work conveys the basics of consumer behaviour in a comprehensible and clear language Why is the shopping cart fuller than planned Why does everyone want the latest smartphone so badly The authors Stefan Hoffmann and Payam Akbar address the following topics in their book Consumer Behaviour They begin with the understanding of the term and briefly outline the theoretical as well as methodological approach to consumer behaviour They then discuss influences on consumer behaviour which take place first and foremost within us Motivation emotion and cognition as well as attitude and decision They then show that behaviour differs systematically between different consumer groups For this purpose they consider influences from the social physical and media environment At the end of the consumer behavior book they illustrate how buying behavior is embedded in general societal developments and thus constantly changes over time This second edition of the book has been revised and updated by the authors Clear textbook for exam preparation with many practical aids The Consumer Behavior textbook is intended for students in the following disciplines Business Administration Psychology Communications Related disciplines It follows a consistent didactic concept as a reader you observe the fictional characters Lea and Ben in numerous consumption situations In this way you get to know essential

theories and models in a lively way and close to everyday life The following elements also help you to quickly grasp and effectively learn the contents of the textbook Consumer Behaviour Case studies Descriptions of relevant studies QR codes to video content e g videos and websites This makes this book ideal for reviewing lectures and preparing for exams At the end of each chapter you will find questions for self monitoring and recommended reading

**Consumer Behavior** MICHAEL R. SOLOMON, 2019-10-11 This title is a Pearson Global Edition The Editorial team at Pearson has worked closely with educators around the world to include content which is especially relevant to students outside the United States For consumer behavior courses Beyond consumer behavior How buying habits shape identity A 1 best selling text for consumer behavior courses Solomon s Consumer Behavior Buying Having and Being covers what happens before during and after the point of purchase It investigates how having or not having certain products affects our lives specifically how these items influence how we feel about ourselves and each other especially in the canon of social media and the digital age In the 13th Edition up to date content reflects major marketing trends and changes that impact the study of consumer behavior Since we are all consumers many of the topics have both professional and personal relevance to students This makes it easy to apply the theory outside of the classroom and maintain an edge in the fluid and evolving field of consumer behavior Pearson MyLab Marketing is not included Students if Pearson MyLab Marketing is a recommended mandatory component of the course please ask your instructor for the correct ISBN Pearson MyLab Marketing should only be purchased when required by an instructor Instructors contact your Pearson representative for more information Reach every student by pairing this text with Pearson MyLab Marketing MyLab tm is the teaching and learning platform that empowers you to reach every student By combining trusted author content with digital tools and a flexible platform MyLab personalizes the learning experience and improves results for each student

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Consumer Behavior Leon G. Schiffman, Joseph Wisenblit, 2013-01-01 This textbook

explores how the examination and application of consumer behaviour is central to the planning development and implementation of marketing strategies Consumer Behavior Pearson Etext Access Card Michael Solomon, 2019-05-15

Beyond consumer behavior How buying habits shape identity A 1 best selling text for consumer behavior courses Solomon's Consumer Behavior Buying Having and Being covers what happens before during and after the point of purchase It investigates how having or not having certain products affects our lives specifically how these items influence how we feel about ourselves and each other especially in the canon of social media and the digital age In the 13th Edition up to date content reflects major marketing trends and changes that impact the study of consumer behavior Since we are all consumers many of the topics have both professional and personal relevance to students This makes it easy to apply the theory outside of the classroom and maintain an edge in the fluid and evolving field of consumer behavior For consumer behavior courses Pearson eText is a simple to use mobile optimized personalized reading experience that can be adopted on its own as the main course material It lets students highlight take notes and review key vocabulary all in one place even when offline Seamlessly integrated videos and other rich media engage students and give them access to the help they need when they need it Educators can easily customize the table of contents schedule readings and share their own notes with students so they see the connection between their eText and what they learn in class motivating them to keep reading and keep learning And reading analytics offer insight into how students use the eText helping educators tailor their instruction NOTE This ISBN is for the Pearson eText access card For students purchasing this product from an online retailer Pearson eText is a fully digital delivery of Pearson content and should only be purchased when required by your instructor In addition to your purchase you will need a course invite link provided by your instructor to register for and use Pearson eText

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