

**COURSE TITLE: CONSUMER BEHAVIOR AND CUSTOMER CARE**

**COURSE CODE: MBAP 7306**

**HOURS TAUGHT: 3 HRS PER WEEK**

**PREREQUISITES: NONE**

### **PURPOSE OF COURSE**

The course introduces a wide range of behavioral concepts and explores the strategic implications of customer behavior for marketers. The course challenges students to explore the realities and implications of buyer behavior in the current markets key to the course is demonstrating how an understanding of buyer behavior can help improve strategic decision making and how customer care strategically improves firm's competitive offerings. During this course we will explore, many social, cultural and marketing factors that influence the selection and usage of products and services. This course introduces the student to the influence that consumer behavior has on marketing activities. Students will apply theoretical concepts to marketing strategies and decision making.

### **EXPECTED LEARNING OUTCOMES**

By the end of the course students should be able to:

- Explain the theories and concepts of buyer behavior and customer care.
- discuss the concepts to what customers do in "the real world"
- Describe the research and analysis of customer segments, demand and market potential.
- Analyze the trends in consumer behavior and apply them to the marketing of an actual product or service.

### **COURSE CONTENT**

#### Topic 1

Consumer Behaviour in the market place

- Introduction to marketing
- Overview of buyer behavior and customer care.

## Topic 2

### The marketing Environment and consumers

- Internal Marketing environment (analysis models; SWOT, Functional area and value chain)
- External Marketing environment (PEST, 5 Forces Model)
- Applying the Consumer Analysis Framework

## Topic 3 . Internal influences on consumer behaviour

- Consumer motivation
- Personality, Self – Image, and Life style
- Consumer perception
- Consumer learning
- Consumer Attitude / Attitude model
- Communication and Consumer Behaviour.

## Topic 4. External Influences on Consumer Behaviours

- Consumers and sub – cultures (Income and social class, consumer spending and Economic Behaviour, cultural influences on consumer behaviour)
- Group influence and opinion leadership (Reference groups, positive Vs. Negative reference groups, celebrity and other reference group appeals, The influence of family as a reference group; Socialization of family members, Other functions of the family, Family decision – making and consumption – related role, The family lifecycle)
- Income and Social Class (Consumer spending and Economic Behaviour, personality and lifestyle, Social Class structure)

#### Topic 5 Consumer Decision making.

- Consumer Decision making – process (Need Recognition, search for information, pre – purchase evaluation of alternatives, purchase and consumption and post – consumption evaluation and divestment)
- Analysis of the importance of using such a model when preparing a company's marketing strategy.
- Consumer Decision making – Outcomes

#### Topic 6. Customer Care

- Who are our customers?
- What is Customer Service?
- Customer service fundamentals (Customer service and customer, customer interaction customer expectations)
- Customer care skills (Establishing customers Preference, Effective Questioning and Listening skills, research Agreement Dealing with Misunderstandings and Complaints, attitude and attention.
- Customer management (Dissatisfied customers, Angry customers, Upset customers, stress in service situations.
- Customer communication (Communication fundamentals, interpersonal communication Telephone skills, E- mail etiquette)

#### **MODE OF DELIVERY**

- Lectures
- Reading assignments
- Practical assignments
- Field trips
- Documentaries

## **INSTRUCTIONAL MATERIALS AND / OR EQUIPMENT**

- Whiteboard and Markers
- Flip Charts
- LCD Projectors
- CDs, DVDs and Tapes

## **COURSE ASSESSMENT**

- Continuous assessments tests 20%
- Group and individual project (course work) 20%
- End of Semester Examination 60%

## **READING MATERIALS / LIST**

Dura Mansoor and Akram Jalal: The Global Business Crisis and Consumer Behaviour. Kingdom of Bahrain as a Case Study.

Hawkins, D. I., Best, R. J, and Coney, K., A. (1998). Consumer Behaviour, Building marketing strategy . USA The McGraw – Hill Companies 7<sup>th</sup> Ed.

Jolene Montgomery. The role that personality and motivation play in consumer behavior. A case study on HSBC.

Kassarjian, H. H. and Robertson , (1973). Perspectives in consumer Behaviour U. S. A Scott, Foreman and Company.

Robertson. T. S, Zielinskin, J, and Wards, S., Robertson and Robertson,(1984) Consumer Behaviour USA.

Schiffman, L., G and Kannk, L, L, (2000). Consumer Behaviour. Upper Saddle River, New Jersey: Prentice – Hall Inc. 7<sup>th</sup> Ed.

Seybold, P, B and Marshak, R, T., (1998). Customers Com: How to create a profitable Business strategy for the Internet and Beyond USA. The Patricia Seybold Group.

Solomon, M. R. (1996). Consumer Behaviour Upper Saddle River New Jersey.  
Prentice Hall, Inc 3<sup>rd</sup> Ed.

Solomon, M. R. (1999). Consumer Behaviour. Upper Saddle River, New Jersey:  
Prentice Hall, Inc.

