

	<u>Subject title:</u> CONSUMER BEHAVIOUR			
<u>Subject code:</u>	<u>Subjects Status:</u>	<u>Semester:</u>	<u>Credit value:</u>	<u>Teaching load:</u>
	Compulsory	IV	6	3L+2T

<u>Study programme:</u> Academic Undergraduate Studies: Marketing
<u>Responsible Staff:</u> Assistant Professor Mladen Perazić, PhD; Teaching Assistant Milica Kovačević, MSc
<u>Pre -requisite:</u> Nil
<u>Mode of study</u> Lectures, tutorials, seminar papers, consultations, case studies, simulations, group work
<u>Assessment:</u> Written: 2 mid-term tests = 40 points Oral: Final exam = 50 points Attendance, Student participation = 10 points
<u>Objectives:</u> To provide the ingredients for students to acquire a sound background in consumer behaviour.

SYLLABUS:

- Consumer behaviour in marketing research.
- Basic concept of consumer behaviour. Reasons for consumer behaviour research.
- Development of consumer behaviour as a scientific discipline. Interdisciplinary character of consumer behaviour.
- Consumer motivation process. Consumer needs. Consumer motives. Consumer actions.
- Influence on consumer behaviour. Classification of factors influencing consumer behaviour. Geographical determinants of consumer behaviour.
- Demographic factors. Economic influence on consumer behaviour.
- Sociologic determinants of consumer behaviour. Culture.
- Social class. Social role and status. Relevant and referential groups. Opinion leaders.
- Family. Lifestyle.
- Psychological (internal) factors of consumer behaviour. Process of informing consumers. Learning process.
- Personality. Consumer attitudes. Motivation research.
- Stages of decision–making process. Consumer decision-making process. Types of decision making. Roles in the purchase process.
- Process of accepting (diffusion) a new product. Consumer organization and protection. Social responsibility and consumerism.

READING LIST AND REFERENCES:

- J. Paul Peter University of Wisconsin, Madison Jerry C. Olson Pennsylvania State University: *Consumer Behavior & Marketing Strategy*, Ninth edition, Olson Zaltman Associates.