

### 13.0 CONSUMER BEHAVIOUR

#### 13.01 INTRODUCTION

This module unit is intended to equip the trainee with knowledge, skills and attitudes that will enable him/her apply consumer behavior knowledge in sales and marketing

#### 13.02 GENERAL OBJECTIVES

By the end of this module unit, the trainee should be able to:

- (a) Understand the characteristics of consumer and organizational markets
- (b) Understand the factors which influence consumers and organizational markets
- (c) Appreciate the various roles that consumers and organizations play in the buying process
- (d) Understand the stages involved in the buying decision process

CODE	TOPIC	SUB-TOPIC	THEORY	PRACTICE	TOTAL HOURS
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2	<b>Consumer market and consumer buying behaviour</b>	Meaning of Consumer Market – Highlight factors influencing consumer buying behaviour	4	12	16
3	<b>Buying Decision process</b>	Buying decision process Factors influencing the buying decision process Roles consumers play in the buying process Importance of the roles of consumers in the buying process	4	8	12
	<b>Stages in the buying process</b>	• Stages in the buying process Relevance of the stages in the buying process in an organization	4	8	12

5 & 6	<b>Buyer decision process for new products</b>	<p>Meaning of a new product</p> <p>Stages in the adoption process</p> <p>Individual differences in innovations</p> <p>Influence of product characteristics on the rate of adoption</p>	10	20	30	
8	1 2	<b>Organizational Market and Buying Behaviour</b>	<p>• To define</p> <p>Types of organizational markets</p> <p>Distinction between consumer market and industrial market</p>	12	18	20
9	1 2	<b>Industrial Buyer Decisions</b>	<p>Nature and characteristics of Industrial, buyer decision</p> <p>Industrial buying situations</p> <p>Factors influencing industrial buyer behaviour:</p> <p>Environmental factors Organisational factors Interpersonal factors Individual factors</p>	8	12	20          12

10 & 11	1	Organizational Buying Process	The stages in organizational buying process	8	10	18
	2		Role of the participants in organizational buying process			
12	2	Emerging trends and issues in consumer behaviour	Emerging trends and issues in consumer behaviour	4	6	10
			Challenges posed by the emerging trends and issues in consumer behaviour			
			Coping with the challenges posed by the emerging trends and issues in consumer behavior			
		<b>TOTAL</b>		<b>58</b>	<b>92</b>	<b>150</b>