

# **MKT322 - Consumer Behaviour (3 Units)**

**Department of Business Management**

**Covenant University**

# **1. MKT322**

## **1.1. MKT322 - Consumer Behaviour (3 Units)**

An over view of consumer behaviour and buying decision process. Psychological concepts. Formation of attitudes and theories of personality and its measurement. Social aspects, awareness of sales and others. Behavioural patterns and inter-relationship of functional groups. Communication channels and interaction: Techniques of persuasion. Consumer decision theory and prediction of consumer/user behaviour is given, situational contexts, contemporary issues in consumer behaviour.