

Department: School of Business

Course Name Consumer Behavior

Hours per week 3

Number of Credits 3

Course Description Consumption culture has become a significant part of contemporary life style. Businesses invest huge amounts of resources to study and

based on in-depth understanding on how consumers process information (e.g., perception, emotion and attitudes), how they make decisions (e.g., evaluation and choice), and how to influence them by various means (e.g., compliance, culture and Int.34 T v(nd t). Aa)4lcescnd Int.T 1018 8