

Subject : Consumer Behavior (Doctoral Program)

【exam coverage】

Consumer Behavior and Marketing Strategy

A Framework for Consumer Analysis

Consumer Knowledge

Consumer Involvement

Consumer Motivation

Consumer Attitudes and Intentions

Conditioning and Learning Process

Consumer Decision Making

Consumer Decision Process Model

【reference】

- Peter P. J. and J. C. Olson, *Consumer Behavior and Marketing Strategy*, 9th ed., Chapters 1-10.
- Blackwell, R. D., P. W. Miniard and J. F. Engel, *Consumer Behavior*, 10th ed., Chapters 1-6, 8-10.