

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.