**BMA303**

**Consumer Behavior**

**Research Assignment**

**Pick any one topic from below:**

1. **Consumer Motivation**
2. **Consumer Perception**
3. **Consumer Attitudes**
4. **Reference Group And Family**
5. **Culture effect on consumer Behavior**

**Research Contents**

The research should consist of the following chapters

Chapter 1 : Introduction, Important of research, objective of research & Plan of research

Chapter 2 : Literature Review (Theoretical & Discussion)

Chapter 3 : Conclusions and Remarks

Chapter 4 : References, Minimum 5 textbook beside internet website.

The assignments should be delivered on twelfth week**.**

**For more information’s contact me during my office hours look CDP**

**Dr.Rashad**