

## TEACHING CONSUMER BEHAVIOR TO RELIGIOUS STUDIES STUDENT: A PROBLEM-BASED APPROACH

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### ABSTRACT

PBL is a learning process involving working with problems. The study observed that the first attempt to implement PBL into this classroom is a positive experience for both the facilitators and the students. Students who initially dislike the subject have eventually shifted to a more positive attitude towards the subject. The PBL approach has promoted the elements of self-exploration which is new to these students as compared to the teacher centered style in which lecturer is the center of information dissemination. Further researches are needed such as the comparative studies between different cohorts of students taking this subject and could also include some qualitative in-depth interviews or focus group discussion to further understand the effectiveness of this method for this particular class.

**KEY WORDS:** problem-based approach, consumer, behavior, students.

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