Advanced Consumer Behaviour

Academic Year: (2019 / 2020) **Review date: 28-04-2020**

Department assigned to the subject: Institute for the Development of Enterprises and Markets (INDEM)

Coordinating teacher: MELNYK , VOLODYMYR

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 1

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

None

OBJECTIVES

COMPETENCES

CB6, To have and understand knowledge that provides a basis or opportunity to be original in the development and / or application of ideas, often in a research context.
CB7, That students know how to apply the acquired knowledge and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their area of study.
CB10, That students have the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous.
CG5, To know the new trends in advertising communication according to the changes of the digital society.
CE5, To identify research problems and apply the most relevant qualitative and quantitative methodologies and tools in each case for the study of communicative phenomena in Advertising.
CE8, To identify the main models of new consumer behavior and the determining variables.

LEARNING OUTCOMES

To understand the main variables that make up the models of consumer behavior and identify motivations, attitudes and more fundamental variables to understand the consumer, his decision-making process and the variables of their environment.
To be able to set and establish the most appropriate communication and advertising objectives according to brand values and budgetary restrictions.

DESCRIPTION OF CONTENTS: PROGRAMME

Consumers and their needs are at the core of marketing. The past decades have witnessed a shift from a mere sales- and product-oriented approach (whereby marketing was a matter of pushing already existing product lines and creating awareness for those products) to a consumer-oriented approach (whereby products fit identified needs of well-delineated consumer segments, i.e. products need to be positioned). In order to be able to anticipate today's rapid changes in consumers' motives and needs, a decent understanding of the underlying mechanisms is a sine qua non.
The objective of this course is to introduce the student to the principles of consumer behaviour. We start from formal theories and concepts and discuss their usefulness in developing effective marketing strategies in nowadays world with a great importance of digital technologies.
Most sessions will be organised around the consumer's purchase decision process, consisting of Need Arousal, Information Search and Processing, Brand Evaluation and Attitude Development, Purchase, Consumption and Postpurchase Evaluation. Other sessions address specific consumer-specific or environmental variables that affect this decision process.
This course aims at providing students with a better understanding of consumer buying behaviour in order to be able to describe, explain, and predict how consumers will behave under various marketing conditions and actions.

Topic 1: Introduction to Consumer Behavior & Consumer Perception
Many factors at the time of purchase dramatically influence the consumer´s decision making process.
Marketers need to be concerned about a consumer´s evaluations of a product after he or she buys it as well as before.
Perception is a three-stage process that translates raw stimuli into meaning.
The design of a product today is a key driver of its success or failure. Products and commercial messages often appeal to our senses, but because of the profusion of these messages most of them

won´t influence us.
The concept of a sensory threshold is important for marketing communication.
Subliminal advertising is a controversial but largely ineffective way to talk to consumers.
We interpret the stimuli to which we do pay attention according to learned patterns and expectations.
The field of semiotics helps us to understand how marketers use symbols to create meaning.

Topic 2: The Self, Personality and Motivation
The self-concept strongly influences consumer behavior.
Products often play a key role in defining the self-concept.
It is important for marketers to recognize that products can satisfy a range of consumer needs.
A consumer´s personality influences the way he responds to marketing stimuli, but efforts to use this information in marketing contexts meet with mixed results.
The way we evaluate and choose a product depends on our degree of involvement with the product, the marketing message and/or the purchase situation.
Our deeply held cultural values dictate the types of products and services we seek out or avoid.
Consumers vary in the importance they attach to worldly possessions, and this orientation in turn influences their priorities and behaviors.

Topic 3: Attitude Formation and Persuasion
Understanding attitudes is important to consumer researchers.
Attitudes are more complex than they appear.
Attitudes are formed in several ways.
Consistency is important in attitude formation.
Attitude models are used to identify specific components of an attitude towards a brand, a product or an advertisement.
Persuasion can change attitudes.
Likelihood of persuasion depends on the source¿s credibility and attractiveness.
A buzz can be a very effective marketing tool.
The appeal of a message often depends on fear, sex and humor.

Topic 4: Social and Group Influences
Others, especially those who possess some kind of social power, often influence us.
We seek out others who share our interests in products or services.
We are motivated to buy or use products in order to be consistent with what other people do.
The things that other consumers tell us about products (good and bad) are often more influential than the advertising we see.
Online technologies are accelerating the impact of word-of-mouth communication. Social networking is changing the way companies and consumers interact.
Certain people are particularly likely to influence others¿ product choices.

Topic 5: Individual Decision Making
Consumer decision-making is a central part of consumer behavior, but the way we evaluate and choose products (and the amount of thought we put into these choices) varies widely, depending on such dimensions as the degree of novelty or risk in the decision.
A purchase decision actually is composed of a series of stages that results in the selection of one product over competing options.
Decision-making is not always rational.
Our access to online sources changes the way we decide what to buy.
We often fall back on well-learned ¿rules-of-thumb¿ to make decisions.
Consumers rely on different decision rules when they evaluate competing options

Topic 6: Project proposal presentation
Conclusions, Question and Answer session for the Exam.

LEARNING ACTIVITIES AND METHODOLOGY

FORMATION ACTIVITIES
Theoretical-practical classes
Tutorials
Team work
Individual student work

TEACHING METHODOLOGIES
-Exhibitions in the lecturer's class with support of computer and audiovisual media, in which the main concepts of the subject are developed and the bibliography is provided to complement the students' learning.
-Critical reading of texts and viewing of audiovisual material recommended by the lecturer of the

subject: Press articles, videos, advertising campaigns, reports, manuals and / or academic articles, or for later discussion in class, or to expand and consolidate knowledge of the subject.
-Resolution of practical cases raised by the teacher about communication and publicity, individually or in group
-Exhibition and discussion in class, under the moderation of the lecturer of subjects related to the content of the subjects, as well as of practical cases
-Development of works and reports individually or in groups

ASSESSMENT SYSTEM

EVALUATION CRITERIA

Grading
1. Individual participation: 20%

2. CB Challenge: 30%
All teams work on a research assignment or ¿CB Challenge¿. A paper has to be submitted and results/insights will be presented in one of the last two meetings. The grade is based in the first place on the paper and to a lesser extent also on the presentation. ALL team members receive the same grade.

3. Written exam: 50%
The exam will consist of multiple choice questions and probably a few essay questions. The exam covers the literature and all other material that has been discussed during the tutorials and lectures, except the material used for the CB Challenges. The exam is closed-book, meaning that it is not allowed to bring textbooks or other documents. If you fail the exam (<5.5), you have to do a resit.

% end-of-term-examination:	50
% of continuous assessment (assigments, laboratory, practicals…):	50

BASIC BIBLIOGRAPHY

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ADDITIONAL BIBLIOGRAPHY

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