Consumer Behaviour

Academic Year: (2022 / 2023) **Review date: 11-05-2022**

Department assigned to the subject:

Coordinating teacher: MELNYK , VOLODYMYR

Type: Electives ECTS Credits : 2.0

Year : 1 Semester : 2

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Students are expected to have basic knowledge of marketing

OBJECTIVES

Consumer Behaviour aims at providing students with a better understanding of basic consumer buying behaviour in order to be able to describe, explain, and predict how consumers will behave under various marketing conditions and actions.

KNOWLEDGE:
1. Define consumer behavior and describe the contents of consumer behavior considered as a field of study.
2. Learn the influence of factors, which influence consumer decision making at different stages of its process.
3. Learn the process of perception and how it translates into marketing communication strategies.
4. Understand how self-concept influences consumer behavior.
5. Understand different time of learning and how each can be used in marketing communication.
6. Understand the process of attitude formation and factors, which influence attitude on each of the stages.
7. Understand the process of individual decision-making.
8. Understand the power of social and groups influence as well as its types and forms. Learning six ¿weapons¿ of social influence, and how these can be used in marketing.
9. Understand the importance of culture in consumer behavior.
10. Understand the role of digitalization in business decision making

SKILLS:
10. Develop the ability to critically read academic papers in consumer behavior, reflect on them and apply to real marketing situations.
11. Develop the ability to come up with own ideas based on leading academic papers and being able to support them with rigorous arguments.
12. Develop teamwork skills and learn to use techniques that optimize group decision-making.
13. Develop the ability to lead and motivate others.

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.
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Program:

1. Introduction to Consumer Behavior and Perception
2. The Self & Motivation
3. Attitude Formation and Persuasion
4. Social Influence and Context effects
5. Cultural Influence; Question and answer session

LEARNING ACTIVITIES AND METHODOLOGY

Lectures (10 horas)
Practical classes (5 horas)
Group work
Individual work

Lectures will provide explanation of the main concepts in Consumer Behavior and will illustrate this explanation with many examples.
Students are expected to interact during lectures.
During practical classes case studies will be discussed. Students have to read papers prior to the practical classes.
During the course each group of students has to come up with an idea of a project, relevant for consumer behavior. At the final class each group will present its projects

ASSESSMENT SYSTEM

EVALUATION CRITERIA
50% Final Exam
20% Class participation, including:
- Mandatory Cases presented by teams and discussed in the classroom.
- Presentation and discussion of the papers from academic journals
30% Project proposals

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

BASIC BIBLIOGRAPHY

- Solomon, Michael R., Gary Bamossy, and Margaret K. Hogg Consumer Behavior: A European Perspective, 7th edition. Pearson Higher Education, Boston., 2019

ADDITIONAL BIBLIOGRAPHY

- Berger, J., & Fitzsimons, G Dogs on the street, pumas on your feet: How cues in the environment influence product evaluation and choice, Journal of Marketing Research, 45(1), 1-14., 2008
- Briley, D. A., & Aaker, J. L. When does culture matter? Effects of personal knowledge on the correction of culture-based judgments, Journal of Marketing Research, 43(3), 395-408., 2006
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- Gu Y., S. Botti, D. Faro Turning the Page: The Impact of Choice Closure on Satisfaction, Journal of Consumer Research, 40(2), 268-283, 2013
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