

**COURSE DATA****Data Subject**

Code	35839
Name	Consumer behaviour
Cycle	Grade
ECTS Credits	6.0
Academic year	2021 - 2022

Study (s)

Degree	Center	Acad. year	Period
1313 - Degree in Business Management and Administration	Faculty of Economics	3	Second term

Subject-matter

Degree	Subject-matter	Character
1313 - Degree in Business Management and Administration	44 - Compulsory subjects in the pathway: commercial management	Optional

Coordination

Name	Department
MOLINER VELAZQUEZ, BEATRIZ	43 - Marketing and Market Research

SUMMARY

Consumer Behavior is a compulsory subject of *Business Management* curriculum, belonging to *Market and Consumer Knowledge* area. It has a semiannual course and comprises a total of 6 credits, in 3 theoretical and 3 practical credits.

This subject is considered essential in specializing in marketing. There is a large volume of theoretical and empirical research that supports the development of the study of consumer behavior within the marketing discipline. Meanwhile, in recent decades, business practices have changed significantly, which run parallel to the increased complexity of the market. This complexity has led, in the context of marketing, developing the strategic side of marketing, which has as one of its core functions analysis and understanding of consumers. A successful marketing planning must start with knowledge of the consumer, hence the importance of the subject.

This course aims to teach students to analyze and understand consumer behavior and they must be able, at the end of the course, to know the main macro and micro variables that influence their decision-making and consumption.



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

It is desirable to have knowledge of business and marketing fundamentals taught in other subjects, mainly in the subjects of Marketing and Marketing Strategy.

COMPETENCES (RD 1393/2007) // LEARNING OUTCOMES (RD 822/2021)

1313 - Degree in Business Management and Administration

- Be able to relate the different elements that interact in the decisions of individuals.
- Be able to identify the external client to whom the organisation is addressed.
- Be able to identify the needs of different types of customers.
- Know the main variables that affect the behaviour of different types of consumers.
- Know the main models of purchasing behaviour and how to influence them.

LEARNING OUTCOMES (RD 1393/2007) // NO CONTENT (RD 822/2021)

- He/she can identify, in a real situation, the key aspects of market behavior and consumer
- Identify the main aspects that affect consumer behavior
- Work together effectively with others
- Present and communicate effectively work results and analyzes made both orally and in writing
- Solve tasks or performing work in the allotted time for it, maintain the quality of output
- Propose and evaluate business activities with a socially responsible perspective
- Set relevant questions or issues and raise autonomously oriented research work on these issues

DESCRIPTION OF CONTENTS

1. The study of consumer behavior: concepts, approaches and features

Definition of consumer behavior, relationship with marketing, characteristics, approaches to study; stages of the buying decision process and classification of variables influencing it



2. The environment of the demand, culture and subculture

Influence of macro-environment and micro-environment in the consumer; concept and dimensions of culture; analysis of subcultures

3. Social strata

Concept and characteristics, methods of measurement and influence on consumer behavior

4. Social groups and family

Concept and types of social groups, types of influence on consumer behavior, importance of family in habits and buying decisions

5. Personality and lifestyles

Concepts and theories of personality, definition and approaches to lifestyle, the role of lifestyle in the consumer and marketing

6. Motivation and perception

Consumer behavior as a motivated behavior; needs and desires of the consumer; involvement, concept and stages of perceptual process

7. Learning and memory

The role of consumer learning; learning theories; the influence of memory in the purchasing process; types of memory

8. Attitudes

Concept and dimensions of attitudes; information processing and its influence on attitudes; persuasion and attitude change; determinants of persuasion

**WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Classroom practices	30,00	100
Development of individual work	5,00	0
Study and independent work	20,00	0
Readings supplementary material	5,00	0
Preparation of evaluation activities	20,00	0
Preparing lectures	20,00	0
Preparation of practical classes and problem	10,00	0
Resolution of case studies	10,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

The course has a theoretical and a practical approach. The development of the course is structured in a theory session and a practice session per week, 2 hours each. The methodology used in the course, the classified into two types:

- **Methodology for the theory sessions**

The technique used in the theory sessions will be participative lecture, but at all times, it will be encouraged student participation with questions, comments and suggestions. At the beginning of each session it will be made a summary of the most important aspects covered in the previous class. Students will be available in the virtual classroom, the slides of the subject so they can continue more smoothly the content being taught.

It can also be used different artworks that illustrate exemplary exhibitions.

At end of each session it will be presented a brief summary of the lesson.

- **Methodology for the practical sessions**

In the practical sessions it can be used various teaching resources: articles, case reports, activities outside the classroom, etc..

The practices will be developed individually and in groups, the latter consisting of a maximum of 4 persons. The group will be formed the first days of class and will be maintained throughout the semester.

All cases/practices scheduled in the practical sessions must be worked both inside and outside the classroom. It will be encouraged the search for additional material, and the correct formal presentation and display its contents. The practice developed by each group or student (according to the practice in question) must be submitted in each class in the way indicated by the teacher.



It may also be worked some written documents such as reports and articles whose objective is also to study and deepen their content, and to be a stimulus to discuss certain issues in the classroom. Working with this type of resource is basically individual, although the debate will take place in groups.

Finally, it is expected that activities can be developed both within and outside the classroom, requiring interaction with actual consumers, or generating measuring instruments on some aspect of consumer behavior, or finding information from different sources, etc ...

EVALUATION

The evaluation of the subject is in accordance with article 6.4 of the regulations of evaluation provided by University of Valencia that indicates textually: "The overall evaluation of students can be obtained as a result of a combination of the obtained value in a final exam together with the one obtained in the different activities of continuous evaluation carried out, according to the syllabus".

The subject is evaluated as follows:

1) **Theory (60%):** consists of a written exam, performed on the official date proposed by the School of Economics, which will consist of a series of theoretical and / or theoretical-practical questions in which the student must demonstrate, not only his/her mastery of matter, but also his/her ability to reflect and apply what has been learned. The maximum grade that can be obtained in the theoretical exam is 6. The minimum mark to pass this part is 3. If a minimum of 3 points is not obtained in this part, the practice note will not be added. In case of passing the theoretical part and failing the practical part, the theory grade will be saved for the second call. This activity is RECOVERABLE.

2) **Practice (40%):** consists of 2 parts, continuous assessment (20%) and practice exam (20%). A minimum of 2 points is required for this part to be added on the condition that the practical exam is passed (the minimum mark to pass the practical exam is 1). In case of passing the practical part and failing the theoretical part, the practice grade can be saved for the second call.

- Continuous assessment will be valued up to 2 points from the group performance of the scheduled activities that will be developed throughout the course, and the presentation and defense of the same in class on the scheduled date (s). To evaluate the practices, it will be taken into account their correct execution as well as interest, participation in class and active involvement of the student in the group during the sessions. These activities are NOT RECOVERABLE because "by its nature, it is not possible to design an exam that assesses the acquisition of learning outcomes in the second call" (Article 6.5 of the aforementioned regulation).
- The practice exam will be assessed with 2 points and will consist of a serie of questions of a practical nature linked to the activities carried out during the continuous assessment. This activity is RECOVERABLE

IMPORTANT NOTES REGARDING EVALUATION:

1. It is necessary to approve separately the theoretical part (obtain at least 3 points) and the practical part (obtain at least 2 points with the condition that 1 point comes from the practical exam) to be able to surpass the course.
2. The student who cannot be evaluated continuously for documented reasons (eg contract of work with a schedule incompatible with attendance at practical sessions), must justify it to the teacher during the first 2 weeks of the semester in order to have an option to be evaluated from the practical part by means of a



practical final exam that will be assessed up to 4 points.

3. Non-attendance to practical sessions for unjustified reasons does not allow the student to be evaluated from the practical part, since the continuous assessment of the practical part is NOT RECOVERABLE.

REFERENCES

Basic

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- Solomon, M.R. (2017). Comportamiento del consumidor. 11ª edición. Ed. Pearson.
- Mothersbaugh, D.L.; Hawkins, D.I.; Kleiser, S.B. (2020). Consumer Behavior: Building Marketing Strategy. Ed. McGraw-Hill. 14th Edition.
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Additional

- Barlow, C. (2020). Marketing en Redes Sociales.
- Bonet, A.; Delgado, J.J.; Deza, M.; Fernández, R. (2016). El nuevo consumidor digital: el cubo noriso. Ed. Círculo Rojo.
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- Sutil, L. (2013). Neurociencia, empresa y marketing. Ed. Esic.
- Vinyals, A. (2019). El consumidor tarado. Manual diagnóstico de patologías del consumidor.
- Vrant, A. (2020). Comp. Cons.: comprar, tener, hacer y ser. Entender el comportamiento del



consumidor.

ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

1. CONTENTS

All the contents to which the program refers are maintained.

2. VOLUME OF WORK AND TEMPORARY PLANNING OF TEACHING

The workload of the activities that add up the hours of dedication in ECTS credits marked in the teaching guide is maintained. Likewise, the temporal planning of the activities programmed in the teaching guide is also maintained.

3. TEACHING METHODOLOGY

The modality of classes for students will depend on the social and health conditions and the restrictions established by the competent authorities.

In the case of online teaching, classes will be given by videoconference, preferably synchronous, using Blackboard Collaborate, Teams, Skype or the tool that the lecturer considers appropriate to optimize the student's teaching-learning process during the scheduled program sessions, which remain the same days and times.

In the case of blended teaching, the students will have to access the classroom in alternate weeks according to the initial of their last name (A-M or L-Z). The classes will be broadcast so that the students will have face-to-face teaching one week, and the next week they will follow the classes in streaming.

4. EVALUATION

The face-to-face exam is maintained for the theory part (60%) as well as the continuous assessment (20%) and the practical exam (20%) for the practice part, following the criteria set out in the teaching guide.

5. BIBLIOGRAPHY

The current bibliography of the teaching guide and the material deposited in the Virtual Classroom are kept.

In the event of new incidents, the students will be notified of the corresponding modifications.