

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

<b>Code</b>	35839
<b>Name</b>	Consumer behaviour
<b>Cycle</b>	Grade
<b>ECTS Credits</b>	6.0
<b>Academic year</b>	2023 - 2024

**Study (s)**

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

**Subject-matter**

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

**Coordination**

<b>Name</b>	<b>Department</b>
CERVERA TAULET, AMPARO	43 - Marketing and Market Research

**SUMMARY**

The subject Consumer Behavior is a compulsory subject of the Commercial Management curricular intensification, typical of the subject Market and Consumer Knowledge. It has a semester character and consists of a total of 6 credits divided into 3 theoretical credits and 3 practical ones.

This subject is considered fundamental in the marketing specialization. There is a large volume of theoretical and empirical research that supports the development of the study of consumer behavior within the discipline of marketing. At the same time, in the last decades, business practices have undergone significant changes, which are developing in parallel with the increase in the complexity of the market. This complexity has favored, in the context of marketing, the development of the strategic aspect of marketing, which has as one of its fundamental functions the analysis and understanding of consumers. Successful marketing planning must start from consumer knowledge, hence the importance of the subject.



From this subject, it is intended that students learn to analyze and understand consumer behavior and should be able, at the end of it, to know the main variables -internal and from their social and cultural environment- that influence their decision-making processes and consumption, also considering a context where sustainability is configured as a key variable.

## 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.

## OUTCOMES

### 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

- 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. TOPIC 1: Buy, have, be. The study of consumer behavior: concept, approaches and characteristics. Consumers and social welfare**

**2. TOPIC 2: Perception**

**3. TOPIC 3: Learning and memory**

**4. TOPIC 4: Motivation and affection**

**5. TOPIC 5: Personality, lifestyle and values. The Self: Mind, Gender, and Body**

**6. TOPIC 6: Attitudes and persuasion**

**7. TOPIC 7: Income and social class**

**8. TOPIC 8: Groups and social media**

**9. TOPIC 9: Culture and Subcultures**

## 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



<b>TOTAL</b>	<b>150,00</b>
--------------	---------------

## 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 .

**Policy Statement:** Students in the Consumer Behavior course are encouraged to responsibly utilize Artificial Intelligence (AI) tools for information analysis and research while upholding academic integrity and complying with ethical and legal standards.



## 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 continuous assessment based on the individual and/or 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 maximum grade that can be obtained in the continuous assessment is 4. A minimum of 2 points is required for this part to be added to theoretical part. In case of passing the practical part and failing the theoretical part, the practice grade can be saved for the second call.

### 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) to be able to surpass the course.
2. The student who cannot be evaluated continuously for documented reasons (e.g. contract of work with a schedule incompatible with attendance at practical sessions) (practice agreement is not allowed), must communicate and 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 the individual performance activities and/or a final exam.
3. Non-attendance to practical sessions for unjustified reasons does not allow the student to be evaluated from the practical part without continuous assessment, since this continuous assessment of the practical part is NOT RECOVERABLE.

## REFERENCES





### Basic

- Solomon R. (2017), Comportamiento del Consumidor. Pearson. 11 ed.
- Solomon R. (2020), Consumer Behavior. Pearson. 13 ed.

### Additional

- Alonso Rivas J.; Grande Esteban I. (2017). Comportamiento del Consumidor. Decisiones y estrategia de marketing. 8ª ed. Esic.
- Aya Pastrana, N., Obregón, R. (2023), Harnessing the power of social marketing for sustainable development. Int Rev Public Nonprofit Mark (2023). <https://doi.org/10.1007/s12208-023-00382-6>.
- Brooks, J. (2014), The Money-Raising Nonprofit Brand: Motivating Donors to Give, Give Happily, and Keep on Giving. Wiley (disponible online).
- Fernández Cavia, J. (2018), El consumidor adolescent. Universitat de València (disponible en línea).
- Galán-Ladero, M.; Alves, H. (2019), Case Studies on Social Marketing: A Global Perspective. Springer (disponible en línea).
- Gavilán, D. ; Martínez G.; Fernández-Lores, S. (2023), Mala conducta. El lado oscuro del usuario digital. Esic.
- Klafke, R.V., Gomes, P.M., Junior, D.M. et al. Engagement in social networks: a multi-method study in non-profits organizations. Int Rev Public Nonprofit Mark 18, 295315 (2021). <https://doi.org/10.1007/s12>
- Middlemiss, L. (2018), Sustainable consumption: key issues. Abingdon. Routledge.