

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

Code	35908
Name	Consumer behaviour
Cycle	Grade
ECTS Credits	6.0
Academic year	2023 - 2024

Study (s)

Degree	Center	Acad. year	Period
1314 - Degree in International Business	Faculty of Economics	4	Second term

Subject-matter

Degree	Subject-matter	Character
1314 - Degree in International Business	25 - Market analysis and its agents	Optional

Coordination

Name	Department
SERIC ., MAJA	43 - Marketing and Market Research

SUMMARY

An essential component of marketing is consumer insight, so, making good business decisions requires an understanding of the consumer. In this course students will learn about fundamental theories and concepts to enhance their understanding of how and why people and companies choose, use, and evaluate goods and services the way they do. Many well-known companies have shown that a detailed understanding of their target group can serve as a long-term competitive advantage. This course aims to teach students to analyze and understand consumer behaviour and they must be able, at the end of the course, to know the main macro and micro variables that influence consumer decision-making and consumption. In this context, culture will take an important consideration, since it is essential in international markets.

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

OUTCOMES

1314 - Degree in International Business

- Be able to work in multidisciplinary and intercultural teams.
- Acquire the capacity to analyse, develop and control the commercial function of companies operating in the world market.
- Capacidad de elaboración de informes presentando la información obtenida para la toma de decisiones de marketing.
- Generar, alimentar y controlar el Sistema de Información de Marketing de la empresa.
- Detectar aquellas variables que pueden resultar más relevantes en relación con el consumidor para poder efectuar un correcto análisis estratégico.
- Comprender los informes que sobre el consumidor se generen en el sistema de información marketing.

LEARNING OUTCOMES

The objectives of this course are:

- To learn key theories and research from behavioural sciences (e.g., psychology, sociology, economics) that help us understand consumer behaviour.
- To provide the student with the ability to formulate and answer questions about consumer behaviour.
- To acquire an understanding of the processes and factors that underline the effectiveness of marketing strategy in terms of impact on consumer behaviour.
- To apply these concepts and theories in developing and evaluating marketing strategies, understanding their value and their limitations.
- To develop individual and team working abilities and to improve communicational skills.

DESCRIPTION OF CONTENTS



1. Topic 1: Studying consumer behaviour: concepts, approaches and characteristics

1. Consumer behaviour concept and characteristics
2. Analysing consumer within the marketing discipline
3. Approaches when analysing consumer behaviour
4. Stages and determinants in consumer decision making

2. Topic 2: Consumer decision process

1. Problem recognition
2. Search and evaluation
3. Purchasing processes
4. Postpurchase behaviour

3. Topic 3: Social groups and family

1. Concept, typology and characteristics of social group
2. The importance of reference group
3. Other considerations about groups: opinion leaders, word-of-mouth communication and social media
4. Family and buying habits and decisions

4. Topic 4: Social strata

1. Concept and characteristics of social strata
2. Social strata determinants
3. Measuring methods
4. The influence of social class on consumer behaviour

5. Topic 5: The environment of the demand, culture and subculture

1. The influence of the environment on the consumer
2. Culture: concept, dimensions and characteristics
3. Subculture and microculture

6. Topic 6: Personality and lifestyles

1. Concept and theories of personality
2. Brand personality
3. Concept and approaches to lifestyles
4. The role of psychographics in consumer behaviour and marketing



7. Topic 7: Motivation and perception

1. Motivation: the need-motive-want process
2. Theories of motivation
3. Level of consumer involvement
4. The perceptual process

8. Topic 8: Learning and memory

1. Concept of learning
2. Learning theories
3. Memory: process and systems
4. Considerations about memory

9. Topic 9: Attitudes

1. Concept and characteristics of attitudes
2. Nature and formation of attitudes
3. Measuring attitudes
4. Persuasion and attitude change

10. Topic 10: Organizational buyer behaviour

1. Nature of organizational buying
2. Influences on organizational buyer behaviour
3. Organizational buying decisions
4. Other considerations about organizational buying behaviour

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Classroom practices	30,00	100
TOTAL	60,00	

TEACHING METHODOLOGY

The methodology used to teach and learn the theoretical concepts of this course combines the presentations given by the lecturer, interaction with students and reading and studying by the student the recommended course books and other material. Therefore, the lecturer will present the main theoretical topics, illustrating them with up-to-date examples and developing several educational activities. At home, the student should use the course book to consolidate what has been explained in class. This task will also prepare the student to solve the questions that will be discussed in the practical classes. Slides for each topic will be uploaded to the *aulavirtual* (<http://aulavirtual.uv.es>) on due time.



The practical sessions will consist in solving exercises and assignments, and participating in projects and debates, both individually and in group. Students are encouraged to attend classes and to participate regularly.

EVALUATION

The Consumer Behaviour course will be assessed according to the following criteria:

The overall grade of the course will be obtained by weighing the grades of the theoretical and the practical assessments. Theoretical assessments will account for 5 points and practical assessments will account for another 5 points.

- The **theoretical part** will be assessed by a written examination that will cover all the topics of the course outline and will account for 5 points over 10. **The student must obtain a minimum of 2.5 points in this theoretical part in order to pass the course.**
- The **practical part** will be assessed through 5 out of 10 points by examining:
 - 1) Individual work, which consists of solving exercises and performing individual projects, all delivered on duetime established by the teacher.
 - 2) Teamwork, which consists of participating in projects and developing reports. All the assignments need to be delivered on duetime established by the teacher. In addition, the student's active participation and engagement during teamwork will be considered.

The student must obtain a minimum of 2.5 points in the practical part in order to pass the course.

There are two established calls for students' assessment. Once the student has passed the course, it is not possible to retake the evaluation in order to improve the grade.

Academic honesty and behavior

The conduct of **cheating in an exam or plagiarizing any work that needs to be evaluated** (either the final thesis or other works from the current or previous courses), is contrary to the duties of the students included in both the State and UV internal regulations. The **immediate consequence** of this type of conduct will be, in any case, the qualification with a zero and the **failure of the subject**, in accordance with the *Reglamento de Evaluación y Calificación(en adelante REC) aprobado por el Consell de Govern de 30 de mayo de 2017 (art. 13 apartado 5)*; el *Estatuto del Estudiante Universitario*, approved by RD 1791/2010, of December 30; and the *Carta de drets i deures dels estudiants de la Universitat de València*, approved by Agreement of the Governing Council of October 19, 1993 and modified by ACG of April 30, 1998.

All students are advised that cell phones or any other unauthorized electronic devices or documents may not be used. Any student who uses a mobile both in class, because of continuous assessment, and in the exam, will be invited to leave the classroom and will obtain a numerical grade of zero in the corresponding test (art. 13, section 6). The same type of conditions will be used for smartwatches or similar devices. The use of laptops or digital tablets is allowed for taking notes or viewing teaching



material.

All of the above measures will be applied regardless of the disciplinary procedure that may be instituted against the student and, if necessary, the appropriate sanction in accordance with current regulations (art. 13, section 7).

Artificial Intelligence Use Policy Statement: students of the Consumer Behaviour course are encouraged to use artificial intelligence (AI) tools responsibly for information analysis and investigation, while maintaining academic integrity and shaping with ethical and legal standards.

REFERENCES

Basic

- Solomon, M.R. (2020): Consumer Behavior: Buying, Having and Being, Global Edition, 13th edition. Pearson Ed., UK.
- Seric, M. & Garbin-Pranicevic, D. (2018). Consumer-generated reviews on social media and brand relationship outcomes in the fast-food chain Industry. *Journal of Hospitality Marketing & Management* 27(2), 218-238
- Seric, M. (2018). A cross-cultural study on perceived quality in upscale hotels in Italy and Croatia. *Journal of Hospitality and Tourism Insights*, 1(4), 340-366.

Additional

- De Mooij, M., & Hofstede, G. (2011). Cross-cultural consumer behavior: A review of research findings. *Journal of international consumer marketing*, 23(3-4), 181-192.
- Gunter, B. (2019). *Personality traits in online communication*. Routledge.
- Lubowiecki-Vikuk, A., Dbrowska, A., & Machnik, A. (2021). Responsible consumer and lifestyle: Sustainability insights. *Sustainable production and consumption*, 25, 91-101.
- Sharma, A. P. (2021). Consumers purchase behaviour and green marketing: A synthesis, review and agenda. *International Journal of Consumer Studies*, 45(6), 1217-1238.
- Stephen, A. T. (2016). The role of digital and social media marketing in consumer behavior. *Current Opinion in Psychology*, 10, 17-21.