

Course Title	Consumer Behavior				
Course Code	MAR230				
Course Type	Elective				
Level	Bachelor (1 st Cycle)				
Year / Semester	2 nd Year/ 3 rd Semester				
Teacher's Name	TBA				
ECTS	6	Lectures / week	3 Hours/ 14 Weeks	Laboratories / week	None
Course Purpose and Objectives	<p><u>Purpose:</u> Consumer Behavior is a course which will introduce the students to the psychological and sociological effects of consumption. Assignments and case studies will assist students in applying theory to real life situations.</p> <p><u>Objectives:</u> To provide the student with a comprehensive presentation of the concepts and principles that is involved in the study of buyer behaviour. To emphasize as to how psychological/ sociological theory can be directly applied within a marketing context.</p>				
Learning Outcomes	<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Apply the theoretical bases of Consumer Behavior in differing business settings. • Explain marketing from a psychological and sociological perspective. • Apply the learned marketing skills • Undertake marketing related positions. • Discuss the complexities and challenges involved in working in the field of Consumer Behavior. 				
Prerequisites	MAR 101	Co-requisites	None		
Course Content	Introduction to Consumer behavior: the marketing concept and implications for consumer behavior.				

Decision making: types of decision making; need arousal; consumer information processing; brand evaluation; purchase and post purchase evaluation; habit, learning and decision making; information seeking; the functions of habit; consumer learning; classical conditioning; instrumental conditioning.

Brand loyalty: the behavioural and cognitive approaches; brand loyalty and product involvement.

Consumer perceptions and information processing: selective perception; perceptual organization; an information processing model; marketing stimuli and consumer perceptions; stimulus discrimination and stimulus generalization; individual differences in stimulus perception.

Consumer perceptions and marketing strategy: combatting selective perception and adaptation; perceptual organization and marketing strategy; perceived risk in the purchasing process.

Consumer attitudes and needs: the nature of attitudes and needs; attitudes and needs in the development of marketing strategy; functions of attitudes; attitude development; attitude components; the relationships of attitudes to behavior.

Attitude change strategies: attitudes and needs in adaptive strategies; changing attitudes and needs.

Reference group influences: types of reference groups; the nature of reference groups; reference group influences on the consumer.

Motivation: Impact on consumption; the nature of needs; Freudian systems; work design and motivation; occupational characteristics that have motivational properties.

Memory: encoding for later retrieval; memory systems; retrieving information for purchase decisions; memory for marketing stimuli.

Personality and Consumer Behaviour: Freudian theory; Neo Freudian theory; lifestyles; psychographics

Identity and the Self: Buying having and being; historical developments; self concept; self esteem; real and ideal selves; loss of self.

	<p>Identity and the Self: Gender and identity; sex typed products; body image and consumption; ideal of body image over time; working on the body.</p> <p>Recent developments and contemporary issues pertaining to the subject-matter of the course.</p>								
Teaching Methodology	Face to face								
Bibliography	<p>Solomon, M.: CONSUMER BEHAVIOR: Buying having & Being, Prentice Hall</p> <p>Chisnall, P.: CONSUMER BEHAVIOR, McGraw Hill</p> <p>William Ansel, Bruce Newman, J. Sheth, B. Mittal: CUSTOMER BEHAVIOUR – Consumer Behavior and Beyond. Harcourt Brace College</p> <p>Chisnall, P.: "CONSUMER BEHAVIOUR", latest edition</p> <p>Assael, H. : CONSUMER BEHAVIOR AND MARKETING ACTION, Kent</p> <p>Schiffman/Kanuk : CONSUMER BEHAVIOR, Prentice Hall</p> <p>Schiffman/Kanuk: CONSUMER BEHAVIOR, Latest Edition Prentice Hall</p> <p>Various textbooks and Journal Articles in the area of Consumer Behavior.</p>								
Assessment	<table border="1"> <tr> <td>Examinations</td> <td>75%</td> </tr> <tr> <td>Assignments</td> <td>15%</td> </tr> <tr> <td>Class Participation and Attendance</td> <td>10%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </table>	Examinations	75%	Assignments	15%	Class Participation and Attendance	10%		100%
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Language	English								