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| Course Unit Title: | Consumer Behavior |
| Course Unit Code: | MAR204 |
| Type of Course Unit: (Compulsory/Optional) | Compulsory |
| Level of Course Unit: (first, second or third cycle) | Bachelor (1 st Cycle) |
| Year of Study: | 2 |
| Semester when the unit is delivered: | 3 |
| Number of ECTS credits allocated: | 6 |
| Name of lecturer(s): | TBA |
| Learning Outcomes of the course unit: | |
| <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 Behaviour in differing business settings. • Display an understanding of marketing from a psychological and sociological perspective. • Apply the learned marketing skills • Undertake marketing related positions. • Develop an in depth understanding of the complexities and challenges involved in working in the field of Consumer Behaviour. | |
| Mode of Delivery: | Distance Learning |
| Prerequisites and co-requisites: | MAR 101 |
| Recommended optional program components: | None |
| Course Contents: | |
| <p>Objective:</p> <ul style="list-style-type: none"> • 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>Description: Consumer behavior and marketing action: the marketing concept and implications for consumer behavior; strategic applications of consumer behavior.</p> | |

Complex decision making: the use of a consumer model, its importance and limitations; a model of complex decision making; need arousal; consumer information processing; brand evaluation; purchase and post purchase evaluation.

Habit, learning and decision making: a model of habitual purchasing behavior; habit and information seeking; the functions of habit; strategic implications of habit and consumer learning; classical conditioning; instrumental conditioning; cognitive learning.

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

Low involvement decision making: involvement and the hierarchy of effects; the low involvement hierarchy; Krugman's theory of passive learning; strategic issues in low involvement decision making.

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; 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; multi-attribute models of consumer attitudes.

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.

Family decision making: the nature of family decision making; husband-wife influences, parent-child influences; family decision making and marketing strategies.

Communication within groups: word-of-mouth communication; the two-step flow of communication; a multi-step flow of communication; negative word-of-mouth influence; opinion leadership; methods to identify opinion leaders; strategic applications of opinion leadership.

Communication across groups: the diffusion process; innovations and the diffusion process; strategic applications of diffusion theory.

Situational determinants of consumer behavior: the nature of situational variables; situational influences on consumer decisions; the use of situational variables in marketing strategy.

Demographic and psycho graphic variables: cultural and cross-cultural influences; subcultural influences; social class influences.

Organizational buyer behavior: the nature of organizational buyer behavior; similarities with and differences from consumer behavior; the role of the buying centre.

Recent developments and contemporary issues pertaining to the subject-matter of the course.

**Recommended
or
required reading:**

Required reading:

Solomon, M. CONSUMER BEHAVIOR: Buying having & Being, Prentice Hall

Recommended readings:

Chisnall, P.: CONSUMER BEHAVIOR, McGraw Hill

William Ansel, Bruce Newman, J. Sheth, B. Mittal: CUSTOMER BEHAVIOUR – Consumer Behaviour and Beyond. Harcourt Brace College

W. Anselmi and K. Gouliamos : ELUSIVE MARGINS – Consuming Media, Ethnicity and Culture, Guernica Journal of Consumer Research

Solomon, M. : "CONSUMER BEHAVIOUR", latest edition

Chisnall, P.: "CONSUMER BEHAVIOUR", latest edition

Assael, H. : CONSUMER BEHAVIOR AND MARKETING ACTION, Kent

Schiffman/Kanuk : CONSUMER BEHAVIOR, Prentice Hall

Schiffman/Kanuk: CONSUMER BEHAVIOR, Latest Edition Prentice Hall

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| | Various textbooks and Journal Articles in the area of Consumer Behaviour. | | | | | | |
| Planned learning activities and teaching methods: | Virtual lectures, workshops, group work, assignments and exams | | | | | | |
| Assessment methods and criteria: | <table> <tr> <td>Final Examination</td> <td>50%</td> </tr> <tr> <td>Ongoing evaluation</td> <td>50%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </table> | Final Examination | 50% | Ongoing evaluation | 50% | | 100% |
| Final Examination | 50% | | | | | | |
| Ongoing evaluation | 50% | | | | | | |
| | 100% | | | | | | |
| Language of Instruction: | English | | | | | | |
| Work Placement(s): | No | | | | | | |
| Place of Teaching: | Blackboard Virtual Learning Platform | | | | | | |