University of Nicosia, Cyprus

Course Code MBA-713	**Course Title** Consumer Behavior	**ECTS Credits** 7.5
Department School of Business	**Semester** Fall, Spring, Summer	**Prerequisites** MBA-667
Type of Course Elective	**Field** Marketing	**Language of Instruction** English
Level of Course 2nd Cycle	**Year of Study** 2nd	**Lecturer(s)** Dr Alkis Thrassou
Mode of Delivery face-to-face	**Work Placement** N/A	**Co-requisites** None

Objectives of the Course:

Students to:

1. Understand the importance and concept of Consumer Behaviour
2. Acquire a historical perspective on Consumer Behaviour Evolution
3. Learn the Consumer Decision Processes
4. Learn to segment, analyse and comprehend consumer segments and their behaviour
5. Understand and evaluate consumer Needs, Beliefs, Attitudes and Intentions based on Research
6. Equip them with all necessary skills, attitudes and approach to guide their decisions as business executives
7. Enhance intellectual development and student graduate maturity

Learning Outcomes:

After completion of the course students are expected to be able to:

1. **Examine and predict consumer behaviour, and correspondingly describe and prescribe it using individual and environmental factors' profile of the individual consumer or segment.**
   Students learn the concept and role of consumer behavior in marketing, become familiar with the many individual and environmental factors affecting consumer behavior, and reversely learn how to predict behavior through knowledge of these factors.

2. **Apply consumer behaviour analysis towards practical market segmentation and effective consequent targeting.**
   Students learn how to segment the market in ways more in-depth and complicated than usually taught e.g. segmentation and consequent behavioural traits depending on psychographic profile, attitudes, beliefs, feelings, generation, culture and more.
3. **Differentiate between the 'wants' and underlying 'needs' of targeted customers.**
   Students become familiar with the underlying psychological factors that define consumer behavior, their manifestation into consumer wants for goods and services and the consequence of this on marketing.
4. **Demonstrate consumer behaviour knowledge within the wider marketing planning process.**
   Students learn how to utilize their knowledge on consumer behavior towards the various marketing planning functions such as the development of the marketing mix.
5. **Analyse the behaviour of consumers in a fragmented fashion and in relation to the seven-step consumer decision process.**
   Students extensively deal with the seven step consumer decision process in order to understand the various aspects of decision making involved (need recognition, information search, alternatives evaluation, purchase, consumption, post-consumption evaluation, divestment)
6. **Practise consumer behaviour analysis, not only in the business context, but also in the wider social, cultural and economic ones.**
   Students deal with the matter of consumer behavior in a manner that transcends mere business functions to view the consumer and its science in a social, economic and cultural context. Consumer behavior is in fact also provided as the means to comprehending individual behavior in modern societies and not only.
7. **Appraise the changing consumer behaviour trends and patterns, both inter-culturally and diachronically, and adapt executive decision making and marketing design and practice to these changes.**
   Students develop the ability to identify and understand changes in the pattern of consumer behaviour that result from wider macro-environmental developments, and build critical thinking abilities to adapt their marketing practice to a dynamically changing business world.

Course Contents:

1. **Consumer Behaviour's Concept, Role and Importance**
   The subject introduces students to the frame of thinking of consumer behavior, its importance to businesses and society in general, and the ways that permeates marketing science.

2. **Consumer Behaviour's Evolution, Application and its Social Context**
   The subject expands from the business context and into a socio-economic context, including the rights of consumers, the importance of consumer education in contemporary societies, the ever-increasing identification of the individual with its consumer's role and more.

3. **The Consumer Decision Making Process:**
   -Need Recognition
   -Information Search
   -Evaluation of Alternatives
   -Purchase
   -Consumption
   -Post-purchase Evaluation
   -Divestment

The subject approaches consumer behavior in a methodical and relatively chronological fashion and in the context of a single process: the seven-step consumer decision process. This allows students to understand consumer behavior through individuals' everyday behavior and also to see how marketing is interested in every aspect of this behavior.

4. **Individual Determinants of Consumer Behaviour**
   The subject investigates how consumer behavior is affected by factors relating to the individual itself, such as profession, income, education, beliefd, values, life-stage and others.
5. **Environmental Influences on Consumer Behaviour**
   The subject investigates how consumer behavior is affected by factors relating to the wider environment within which the individual exists, such as culture, religion, family, peers etc.
6. **Influencing Consumer Behaviour**
   The subject effectively touches upon the more practical aspects of consumer behavior knowledge and its utilization towards meeting marketing objectives by affecting the behavior of consumers to the degree that this is possible.
7. **Adapting to changes in Consumer Behaviour**
   The subject investigates how consumer behaviour changes both diachronically but also from market to market. Its primary aim is to equip students both with the ability to identify and understand these changes, as well as to adapt to these marketing planning and practice in general.

Learning Activities and Teaching Methods:

Lectures, discussions with class participation, practical group exercises, case studies, video and internet presentations, guest lecture(s).

Assessment Methods:

Project; In-course Assignments; Mid-Term Test; Final Exam; Class Participation.

Required Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Dr Alkis Thrassou	Student Notes	Student Intranet	2010	
Solomon, M. R.	Consumer Behaviour – 9th Edition	Pearson Prentice Hall	2011	0136110924

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Wayne D. Hoyer, Deborah J. McInnis.	Consumer Behavior, 5th Edition	South-Western Cengage Learning	2010	9780547079929
Michael R. Solomon	Consumer Behavior : Buying, Having, And Being	Pearson/Prentice Hall	2009	