



Course Code	Course Title	ECTS Credits
MKTG-496	Consumer Behaviour	6
Department	Semester	Prerequisites
Marketing	Fall 2015	MKTG-291
Type of Course	Field	Language of Instruction
Major Elective	Marketing	English
Level of Course	Year of Study	Lecturer
1 st Cycle	3rd	Prof. Alkis Thrassou
Mode of Delivery	Work Placement	Co-requisites
Face-to-face	N/A	None

Objectives of the Course:

Students to:

1. Master the concept and appreciate the importance of Consumer Behaviour
2. Acquire a historical perspective on Consumer Behaviour Evolution
3. Study the Consumer Decision Processes
4. Understand the factors and forces affecting Consumer Behaviour
5. Learn to segment, analyse and comprehend consumer segments and their behaviour
6. Critically examine and evaluate consumer Needs, Beliefs, Attitudes and Intentions

Learning Outcomes:

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

- 1. Analyse, interpret 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. Apply consumer behaviour analysis towards understanding 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. Apply 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. Apply 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.

Course Contents:

1. Consumer Behaviour's Concept, Role and Importance

The subject introduces students to the frame of thinking of CB, 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 one, 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 CB is affected by factors relating to the individual itself, such as profession, income, education, beliefs, 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.

Learning Activities and Teaching Methods:

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

Assignment Mid-term Final Exam Class Participation

Required Textbooks:

Authors	Title	Publisher	Year	ISBN
Michael R. Solomon	Consumer Behavior: Buying, Having, and Being, 11e	Prentice Hall	2015	ISBN-10: 013347223X ISBN-13: 9780133472233

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
L.G. Schiffman and J. Wisenblit	Consumer Behavior, 11e	Prentice Hall	2015	ISBN-13: 9780132544368

E-books (Recommended)

Authors	Title	Publisher	Year	ISBN
. Coskun Samli	International Consumer Behavior in the 21st Century - Impact on Marketing Strategy Development	Springer http://link.springer.com/book/10.1007/978-1-4614-5125-9	2013	978-1-4614-5124-2 (Print) 978-1-4614-5125-9 (Online)
Miller, R.K.; Washington, K.D.; Richard K. Miller & Assoc.	Consumer Marketing 2014-2015	Richard K. Miller & As. http://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=715063&site=ehost-live	2014	ISBNs: 9781577831952 9781577832089