



Course Syllabus

Course Code	Course Title	ECTS Credits
MKTG-496	Consumer Behaviour	6
Prerequisites	Department	Semester
MKTG-291	Management	Fall
Type of Course	Field	Language of Instruction
Required*	Marketing	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Prof Alkis Thrassou	3 rd or 4 th
Mode of Delivery	Work Placement	Co-requisites
Face-to-face	N/A	None

* Elective for all Business programs

Course Objectives:

The main objectives of the course are to:

- Master the concept and appreciate the importance of Consumer Behaviour
- Acquire a historical perspective on Consumer Behaviour Evolution
- Study the Consumer Decision Processes
- Understand the factors and forces affecting Consumer Behaviour
- Learn to segment, analyse and comprehend consumer segments and their behaviour
- 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. Use 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. Utilise 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. Place and appreciate the role and importance of 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 Content:

CONTENT THEMES

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.

INDIVIDUAL LECTURES

Introduction to Consumer Behaviour; Consumer and Social Well-Being; Perception; Learning and Memory; Motivation and Affect; The Self and Gender Identity; Personality, Lifestyles, and Values; Attitudes and Persuasive Communications; Decision Making; Buying, Using, and Disposing; Group Influences and Social Media; Income and Social Class; Subcultures; Culture

Learning Activities and Teaching Methods:

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

Assessment Methods:

Written Assignment, Presentation and Q&A Session, Final Exam, Class Participation

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Consumer Behavior: Buying, Having, and Being, 13e	Michael R. Solomon	Prentice Hall	2020	9781292318103

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Marketing Management - Past, Present and Future, 4 th Edition	Foundation Reading: Michael R. Czinkota , Masaaki Kotabe, Demetris Vrontis, S. M. Riad Shams	Springer	2021	978-3-030-66915-7

Consumer Behaviour	Course-specific Reading: Zubin Sethna Jim Blythe	Sage Publishing	2019	9781526450012 9781526450005
Consumer Behaviour and Insights	Course-specific Reading: Diane M. Phillips, Isabelle Szmigin	Oxford University Press	2021	0190857137 9780190857134
Consumer Behavior, 11e	Course-specific Reading: L.G. Schiffman and J. Wisenblit	Prentice Hall	2015	13: 9780132544368

Further E-books

Title	Authors	Publisher	Year	Link
Marketing Management - Past, Present and Future, 4 th Edition	Foundation Reading: Michael R. Czinkota, Masaaki Kotabe, Demetris Vrontis, S. M. Riad Shams	Springer	2021	https://ebookcentral.proquest.com/lib/nicosia/detail.action?docID=6712581
Consumer Behavior and Culture	Joao Heitor De Avila Santos	Ashland: Society Publishing. 2020	2020	https://eds.p.ebscohost.com/eds/detail/detail?vid=10&sid=d0ccdd9b-f195-460c-a844-620b556f3904%40redis&bdata=JkF1dGhUeXBIPWlwLHNzbyZzaXRIPWVkcyc1saXZl#AN=2725338&db=nlebk
Consumer Behavior 2019-2020	Miller, Richard K. Washington, Kelli D. Richard K. Miller & Associates	13th edition. Miramar, FL: Richard K. Miller & Associates. 2019	2019	https://eds.p.ebscohost.com/eds/detail/detail?vid=11&sid=d0ccdd9b-f195-460c-a844-620b556f3904%40redis&bdata=JkF1dGhUeXBIPWlwLHNzbyZzaXRIPWVkcyc1saXZl#AN=1892735&db=nlebk
International Consumer Behavior in the 21st Century - Impact on Marketing Strategy Development	A. Coskun Samli	Springer	2013	http://link.springer.com/book/10.1007/978-1-4614-5125-9

Consumer Marketing 2014-2015	Miller, R.K.; Washington, K.D.; Richard K. Miller & Assoc.	Richard K. Miller & As.	2014	http://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=715063&site=ehost-live
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