

ABSM202 – Consumer Behaviour

Course Title	Consumer Behaviour				
Course Code	ABSM202				
Course Type	Elective (BA Business Administration)				
Level	BA (Level 1)				
Year / Semester	2 nd year/ 4 th semester				
Teacher's Name	Dr Athanasia Tziortzi / Dr Danae Harmandas / Mr Yiannos Loizides				
ECTS	6	Lectures / week	3	Laboratories/week	-
Course Purpose	<p>The purpose of this course is to introduce students to the foundations of consumer behaviour. Through presentations of a series of psychological, social and cultural concepts students will be enabled to appreciate the importance of consumer behaviour and research in the context of various marketing functions. In addition the analysis of consumer behaviour study tools and process will allow students to develop more customer-centric value adding marketing strategies.</p>				
Learning Outcomes	<p>By the end of this course students will be able to:</p> <ol style="list-style-type: none"> 1. Define consumer markets 2. Explain the concept of consumer behaviour 3. Apply the theory of consumer behaviour in interpreting consumer behaviour in the market place. 4. Analyse the personal characteristics affecting consumer behaviour 5. Evaluate the various buying roles 6. Design promotional campaigns capitalising on consumer behaviour knowledge 				
Prerequisites	ABSM101	Corequisites	None		
Course Content	<ol style="list-style-type: none"> 1. Consumers in the Marketplace <ol style="list-style-type: none"> b. What is consumer behaviour? c. Consumer's impact on marketing strategy d. Marketing's impact on consumers e. Marketing ethics and public policy f. Consumer behaviour as a field of study 2. Consumer Perception <ol style="list-style-type: none"> a. Sensory systems 				

	<ul style="list-style-type: none"> b. Exposure c. Attention <p>3. Consumer Learning and Memory</p> <ul style="list-style-type: none"> a. Behaviour learning theories b. Cognitive learning theory c. The Role of memory in learning <p>4. Personality and Lifestyles</p> <ul style="list-style-type: none"> a. Personality b. Lifestyles and psychographics <p>5. Consumers as Decision Makers – Attitudes & Persuasion</p> <ul style="list-style-type: none"> a. What are attitudes? Power and functions b. The standard learning hierarchy c. Forming attitudes d. Attitude model e. Elements of communication f. Source g. Message <p>6. Consumers as Decision Makers – Decision Making</p> <p>7. Consumers as Decision Makers – Buying and Disposing</p> <p>8. Group Influence and opinion leadership</p> <ul style="list-style-type: none"> a. Reference groups b. Positive Vs Negative reference groups <p>9. Income, Social Class & Life Styles</p> <ul style="list-style-type: none"> a. Consumer spending and economic behaviour b. Discretionary income c. Social class structure d. Components of social class <p>10. Consumers and Sub-cultures</p> <ul style="list-style-type: none"> c. Income and social class d. Consumer spending and economic behaviour e. Cultural influences on consumer behaviour
<p>Teaching Methodology</p>	<p>The taught part of this course is delivered to the students by the means of thought 3 hour lectures per week with the help of power point presentations. Video and other visual material is also used to demonstrate the application of the course's content by real life companies and to provide students with information by experts (e.g. CEO's, marketing professionals).</p> <p>In addition to the lectures, students are encouraged to participate in active discussions, questions and answer and debates. In class group work</p>

	<p>involving brainstorming and cooperative learning is an important part of this courses teaching methodology. Students are often requested to work on small tasks/challenges or short case studies in order to consolidate the theoretical concepts taught.</p>
<p>Bibliography</p>	<p>(a) <u>Textbooks:</u> Solomon R. M. (2018) Consumer Behaviour: Buying, Using and Having. Pearson Education</p> <p>(b) <u>References:</u></p> <p>Book</p> <ul style="list-style-type: none"> ○ Blackwell, R.D., Miniard, P. W. Engel, J. F. and Rahman, Z. (2018). Cengage <p>Journal articles</p> <ul style="list-style-type: none"> ○ Mandel, N., Rucker, D. D., Levav, J. and Galinsky, A.D. (2017) The Compensatory Consumer Behavior Model: How self-discrepancies drive consumer behaviour. Journal of Consumer Psychology, 27(1), p.133-146, ○ Schnack, A., Wright, M.J. and Holdershaw, J.L. (2020) An exploratory investigation of shopper behaviour in an immersive virtual reality store. Journal of Consumer Behaviour, 19, p. 182– 195 ○ Diksha P., Swati A., Farmaan A. and Kanika S. (2019) Consumer Decision Making Process Models and their Applications to Market Strategy. International Management Review, 15(1), p. 36-44 <p>Suggested Journals</p> <ul style="list-style-type: none"> ○ European Journal of Marketing ○ International Journal of Advertising ○ International Journal of Marketing Communications ○ Journal of Consumer research ○ Journal of Marketing ○ Journal of Promotion Management <p>Useful Links</p> <ul style="list-style-type: none"> ○ Advertising Age www.adage.com ○ DIGIDAY www.digiday.com ○ Marketing Week www.marketingweek.com ○ MarketingProfs www.marketingprofs.com
<p>Assessment</p>	<p>(a) <u>Methods:</u></p> <p>Students will be assessed as follows:</p> <p><u>Final exam</u></p>

	<p style="text-align: center;"><u>Course work</u></p> <ul style="list-style-type: none"> ○ Group assignment: This is a group assignment which includes a theoretical part and a practical application part ○ Mid term exam ○ Oral Presentation <p>(b) <u>Criteria:</u></p> <p>Final/Mid term exams: Assessment criteria are available to the students in relation to each of the written exams (final, mid term)</p> <ul style="list-style-type: none"> ○ Each question is however assessed using the following general criteria : <ul style="list-style-type: none"> ○ 86%-100% excellent/comprehensive answers ○ 76%-85% very well answered questions ○ 66%-75% well answered questions ○ 50%-65% satisfactory answered questions ○ 0%-49% poor or incorrect answers <p>Assessed Group Assignment and Oral Presentation</p> <p>*The assignment assessment criteria will be presented in the context of the assignment guidelines that will be given to the students in due time</p> <p>*The oral presentation assessment criteria are as follows:</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th></th> <th style="text-align: right;">Maximum mark</th> </tr> </thead> <tbody> <tr> <td style="text-align: right;">Preparation</td> <td style="text-align: right;">15</td> </tr> <tr> <td style="text-align: right;">PPT presentation (Clear, not overcrowded)</td> <td style="text-align: right;">15</td> </tr> <tr> <td style="text-align: right;">Content</td> <td style="text-align: right;">20</td> </tr> <tr> <td style="text-align: right;">Organization of information</td> <td style="text-align: right;">15</td> </tr> <tr> <td style="text-align: right;">Ability to answer questions</td> <td style="text-align: right;">20</td> </tr> <tr> <td style="text-align: right;">Adherence to time limit</td> <td style="text-align: right;">15</td> </tr> <tr> <td style="text-align: right;">MAXIMUM TOTAL MARK</td> <td style="text-align: right;">100</td> </tr> </tbody> </table> <p>*Note: A detailed explanation of each of the criteria is given to the students in the form of assignment and presentation guidelines</p> <p>(c) <u>Weights:</u></p> <ul style="list-style-type: none"> ○ Final exam: 60% ○ Group assignment: 20% ○ Mid term exam: 15% ○ Presentation: 5% 		Maximum mark	Preparation	15	PPT presentation (Clear, not overcrowded)	15	Content	20	Organization of information	15	Ability to answer questions	20	Adherence to time limit	15	MAXIMUM TOTAL MARK	100
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Language	English																