

# IB101 ONLINE CONSUMER BEHAVIOR

## DESCRIPTION

In this course, the student will explore how perceptions, learning, memory, personality, and attitudes influence consumption behavior, how consumption changes during one's life cycle, and how powerful cultural and subcultural influences are on consumers. This course is designed to provide knowledge of: The psychological foundations of consumer behavior. The mechanisms of influence that are most likely to lead consumers to change their attitudes, their beliefs and, most importantly, their actions. How to engage these mechanisms in building persuasive Communications.

## SEMESTER

First

## CREDITS

5.00

## TITULAR PROFESSORS

[RENÉE JIMÉNEZ](#)

free of charge

## OBJECTIVES

To raise awareness of how Marketers understand Consumer behavior.

To understand customer needs and wants as one of the major underpinning constructs of the marketing concept.

Give you a comprehensive approach to Consumer Behavior from a Marketing perspective by exploring what motivates consumers.

To understand how consumers respond to marketing activities, drawing mainly from psychology.

To identify the components of demographic and psychographic characteristics of individuals and how these can influence buying behavior.

To monitor one's own knowledge gained in the marketing communication planning process.

To guide you in approaching marketing from the clues, actions and attitudes that consumers show you both before, during and after the purchase process.

To give you a general understanding of the differences between Consumer behavior and Business behavior.

## **CONTENTS**

Below you can find an example of the main topics covered.

TOPIC 1: Consumers in the Marketplace | How Consumers see the World.

TOPIC 2: Consumers as Decision Makers | How Consumers see themselves.

TOPIC 3: Consumers as Individuals | How Consumers see the world and themselves.

TOPIC 4: Businesses as Consumers | Consumer behavior in the Marketplace.

TOPIC 5: Consumers and their Social Groups.

## **METHODOLOGY**

The learning experience is based on a range of teaching methods that seek to foster your understanding of consumer behavior, as well as consumer behavior concepts. A hands-on approach is crucial throughout the course with out-of-class readings, exercises and discussion.

Teaching Methods will consist of:

Theory.

Video supplements with original material: video clips, commercials, ads and art.

Course work / exercises / group challenges / presentations.

## **EVALUATION**

The course grade will be based on the following point breakdown:

25% Course Work & Class participation/attendance.

35% Mid-Term exam.

40% Case Study and/or exam on concepts from midterm to final.

## **BASIC BIBLIOGRAPHY**

Consumer Behavior: Buying, Having and Being (eighth edition) by Michael R. Solomon.

Consumer Behavior: Consumer Behaviour (second edition) by Martin Evans, Ahmad Jamal and Gordon Foxall.

Consumer Behavior: A European outlook by Leon g. Schilffman, Leslie Lazar kanuk and Havard Hansen.

## **ADDITIONAL MATERIAL**

In addition to the required textbook, you will be provided with, at times, materials.