

Course		
<b>Consumer Behavior</b>		
Lecturer	Duration	ECTS/Credit Points
Dr. Ruth Areli García León r-a.garcia-leon@ostfalia.de	2 SWS	3
Course Character	Semester	Course Language
Elective Course	Spring Semester	English
Prerequisites		
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Description of the Course		
<p>In the Consumer Behavior course, the students will have a broad perspective about consumer behavior in general, and about the analysis of consumption habits as a fundamental basis to take marketing decisions. At the same time, students will be able to apply concepts and theories from anthropology, psychology and sociology to study the consumer behavior in real cases.</p>		
Course Components		
<ul style="list-style-type: none"> <li>• <b>Readings.</b> Some readings (cases or articles) about Distribution and Communication Policy topics will be assigned to the students to read them at home to be later discussed in class.</li> <li>• <b>Attendance and participation:</b> Attendance and participation in class are strongly recommended. It is important to apply every day the knowledge acquired during the past classes and comment the readings in group to be able to understand in a better way the course.</li> <li>• <b>Exam:</b> The exam will be held during the examination period at the end of the semester. The date will be determined by the examination board. The time allowed is 90 minutes. The exam will be based on the materials given by the professor and discussed in class. It may include multiple choice questions and true or false statements, short case studies, etc. The exam contributes 100% of the final grade of the course.</li> </ul> <p>In order to receive a passing grade for the course, students must obtain at least 50% of the total points possible.</p>		
Preparation For and Participation in Class		
<p>Although a continuous participation from the students along the course is expected; it is important that when readings are assigned, students read them to be able to take part in the class discussion.</p>		
Course Outline		
<ol style="list-style-type: none"> <li>1. Introduction to Consumer Behavior <ol style="list-style-type: none"> <li>1.2 Understanding Consumer Behavior</li> <li>1.3 Advertising Interested in Consumer Behavior</li> <li>1.4 Consumer Research</li> </ol> </li> </ol>		

## **2. The Psychological Core**

- 2.1 Motivation, Ability and Opportunity
- 2.2 Personality
- 2.3 Exposure, Attention and Perception
- 2.4. Knowledge and Understanding
- 2.5. Learning
- 2.6. Memory and Retrieval
- 2.7. Attitudes

## **3. The Consumer's Culture**

- 3. 1. Social Groups and Household Influences
- 3. 2. Reference Groups and Family Influences
- 3. 3. Values, Personality and Lifestyle in Market Segmentation

## **4. The process of making decisions**

- 4. 1. Levels of Consumer Decision Making and Consumer Problem Solving
- 4. 2. Models of Consumers: Four Views
- 4. 3. Model of Consumer Decision Making
- 4. 4. Relationship Marketing

## **5. Consumer Behavior Outcomes and Issues**

- 5. 1 Symbolic Consumer Behavior
- 5. 2 Consumer Influence and the Diffusion of Innovations

## **References**

The seminar is based in particular upon the following references:

- Hawkins D.; Consumer Behavior: Building Marketing Strategy. McGraw-Hill  
Mothersbaugh D.;Best 2009.  
R.  
Hoyer, W. D.; MacInnis, Consumer Behavior. Cengage Learning 2008.  
D. J.  
Peter; J. P.; Olson, J. Consumer Behavior. McGraw-Hill 2009.  
C.  
Solomon, M. R. Consumer Behavior. Pearson 2012.

The seminar is also based upon the following references:

- Assael, H. Consumer Behavior: A Strategic Approach. Houghton Mifflin 2003.  
De Mooij, M. Consumer Behavior and Culture: Consequences for Global Marketing and Advertising. SAGE 2010.  
Lamb, C. W.; Hair, J. MKTG. Cengage Learning. 2011.  
F.; McDaniel W.  
Solomon, M. R. Consumer Behavior: Buying, Having and Being. Pearson 2003.

**Important Note:**

The above outline is tentative to give you an idea of the sequence of topics. It can be modified and is only designed to give you a rough idea of the topics and the rate at which they will be covered. Some of the above topics will be covered in greater detail than others. The relative importance of each topic will be indicated in class.