

CONSUMER BEHAVIOUR

ABM2 S3

24hrs

Number of ECTS credits : 3

Course language : Anglais

Course leader : CHARTON VACHET FLORENCE , LOMBART CINDY

Speakers : LOMBART CINDY , UNTILOV Olga

COURSE DESCRIPTION

The consumer holds a central place in the field of marketing. The goal of this course is to understand the individual as a consumer and as a buyer.

First, we will explain how to integrate consumer in the marketing process. Then, his reactions to various stimuli (advertisements, stores, products, etc.) will be modeled and a general model of buyer's behavior will be proposed. Lastly, the factors that have an impact on consumer's behavior will be investigated.

Students will finally discover different types of responsible behavior and will think about their future evolutions

COURSE OBJECTIVES

To be able to identify and understand the key determinants of consumer and buyer behavior and to integrate them in the marketing strategy and its operationalization.

To be able to understand and explain consumer or buyer behavior in different situations (perceptions of advertisements, visits of points of sale, etc.) and to model it.

To take on the role of an auditor to analyze real examples of responsible consumption behaviors.

LEARNING OBJECTIVES

C4B learning goal	LG4 - CSR
C4B learning objective	LO10 - Identify and understand stakeholder interests
Outcomes	Lev. 2 - Categorize the relevant stakeholders and explain their interests

TACKLED CONCEPTS

Needs, desires, drivers, barriers, involvement, self-concept, information perception and processing, decision-making process, attitude, purchase, satisfaction, loyalty, Socially responsible consumer (SRC)

LEARNING METHODS

Theoretical concepts will be explained and examples given (videos, field visits ...)

Work in project mode

EXPECTED WORK AND EVALUATION

Analyzing, as a marketer, of several concrete situations to which a consumer is confronted (perceptions of advertisements, visits of points of sale, purchase (for oneself or others) of various products, consumption of these products, opinions given on a hotel, ...)

Modeling consumer behavior in these concrete situations

50%: Continuous assessment (LO10)

50%: Exam (LO10)

BIBLIOGRAPHY

Solomon (2017), Consumer Behavior: Buying, Having, and Being, Pearson.

SESSIONS

1 The consumer and its integration in the marketing field

LECTURE & PRACTICAL WORK : 02h00

Consumer reactions to different products with low level of involvement will be modeled (reflection through concrete scenarios and modeling proposals by students)

The main questions of marketers in relation to their consumers

The interest of the study of consumer behavior for marketing strategy and its operationalization

2 A basic model in consumer behavior

LECTURE : 02h00

Definition of the discipline "consumer behavior"

Focus on the concepts of needs and desires

The SOR model and its main components

3 A general model of buyer behavior

LECTURE & PRACTICAL WORK : 02h00

The reactions of consumers to different products with high level of involvement will be modeled (reflection through concrete scenarios and modeling proposals by the students)

The stages of the buyer's decision-making process in a situation of high involvement vs. low involvement Focus on the concepts of motivation, involvement and selfconcept

4 The information perception and processing

LECTURE : 02h00

Focus on information perception and processing

Attitude: a fundamental concept in marketing (definition and formation)

5 Post-purchase behaviors

LECTURE & PRACTICAL WORK : 02h00

Focus on the concepts of satisfaction and loyalty

Reflection through concrete scenarios and modeling proposals by students on these two concepts

The factors that influence consumer's behavior

6 Finalization of students' modeling of consumer behavior

PRACTICAL WORK : 02h00

Interactive session to support students during the finalization of their modeling of new consumer trends

7 Oral presentations

ORAL PRESENTATION : 02h00

Students' presentations of their modeling of new consumer trends