

Consumer Behaviour

Code: 42224
ECTS Credits: 10

Degree	Type	Year	Semester
4313148 Marketing	OB	0	1

Contact

Name: María Pilar López Belbeze

Email: Pilar.Lopez@uab.cat

Teachers

María Pilar López Belbeze

Vicent Borrás Català

Isabel Pellicer Cardona

Use of Languages

Principal working language: spanish (spa)

Prerequisites

No requirements.

Objectives and Contextualisation

Block I: Sociology of Consumption (part A and B)

1. Knowledge and visualization the characteristics of our consumer society.
2. Understanding the explanations on consumer behaviour from different theoretical perspectives.
3. Understanding the link between class, gender, life cycle and consumption practices.

Block II: Social Psychology of Consumption (part C and D)

1. Identify the role of consumers in society and argue the consumer society.
2. Know what the social Psychology of consumption: evolution, theories and methodologies.
3. Understand the symbolic dimension that characterizes the phenomenon of consumption.
4. Identify main phenomenons and processes that allow us to understand the consumer behavior in our social and cultural environment.
5. Know the current demographic and socioeconomic environment.
6. Analyze, interpret and predict social changes through the analysis of the present.
7. Acquire knowledge of social psychology concerning the formation of identity, group behaviour, social change and the formation of attitudes, which help to understand the role of citizens as consumers.

8. To reflect on the relevance of consumption as praxis of relationship and identity generation in contemporary society.

9. Examine new perspectives and critical lines in the practice and resignification of consumption.

10. Define with accuracy and know how to explain the main psychological processes that influence the purchase act.

11. Identify and disaggregate the operation of decision making, in the act of purchase.

Competences

- Develop communicative skills in oral presentations before critical audiences.
- Display a broad vision of consumer behaviour that covers psychology, sociology, economics and marketing.
- Provide innovative solutions to commercial problems.
- Work in interdisciplinary teams.

Learning Outcomes

1. Develop communicative skills in oral presentations before critical audiences.
2. Distinguish the major frameworks of social interpretation and their different effects on the understanding and construction of consumption.
3. Identify the key factors that explain differences in consumer behaviour.
4. Recognise and seek out the different stages in the evolution of consumption and their continuance in the current model.
5. Reflect on the importance of consumption as a praxis of relation and generation of identities in contemporary society.
6. Work in interdisciplinary teams.

Content

Block I: Sociology of consumption

Part A: Sociological Bases of the study of consumption. (2.5 ECTS)

1. Genesis, Creation and Structures of the consumer society: the Spanish case.

-Historical, economic and social aspects of the Spanish consumer society.

-Approach to historical development.

2. Theoretical perspectives of consumption: consumer in the economic theory.

-Symbolology and consumption. Structuralism.

-Production and consumption: working processes and consumption practices.

-Desire, identity and consumption. The "postmodernism" theorists.

Part B: Consumer social profiles. (2.5 ECTS)

3. Social class as the structuring axis of consumption.

-Social stratification.

-Analysis of the impact on the consumption.

4. Gender as the structuring axis of consumption.

-Identity and gender role

-Gender Studies

-Analysis of the impact of the gender in the consumption.

5. Life cycle of individuals as a structuring axis of consumption.

-Stages or phases of an individual's life.

-Life cycle studies.

-Effects on consumption.

Block II: Consumption Psychology

Part C: Psychological Bases of the consumer. (2.5 ECTS)

6. Theoretical Bases of the consumer study.

-The economic psychology and the relations between psychology and economy.

-Psychosocial approach: social psychology as discipline, general characteristics and main orientations

7. Consumption as a dominant praxis in the global society.

- Environment.

-The 3 eras of the consumer society.

-From the Homo economicus to the Homo consumers.

-Prospective. Evolution of the environment, forecasting and planning.

-Social tendencies: trend cycles.

-Habits of consumption.

Part D: Consumer psychological processes. (2.5 ECTS)

8. Cognitive functions and basic psychological processes.

-Attention and perception.

-Learning and memory.

-Motivation, emotion and attitude.

-Thoughts.

9. Purchasing decision making process.

-intuitive, emotional, heuristic and instinct decisions.

-The evaluation of the product.

-Purchase decision.

-Postpurchase Process.

Methodology

The lectures are participatory. First, the master lesson is made by the teacher where students can intervene to comment and contribute ideas. The second part of the class is practices in which they discuss advertising, campaigns Marketing and some practical anomalous experiences, in relation to the topic.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Lectures	75	3	1, 2, 3, 4, 5, 6
Type: Supervised			
Practices in class	50	2	1, 2, 3, 4, 5, 6
Type: Autonomous			
Individual tasks	100	4	1, 2, 3, 4, 5, 6

Assessment

General rules for evaluating modules

This module is structured in different parts. Each part is in charge of different teachers. The final grade of the module consists of the average of the points of each subject or part. It is considered that the module has been approved if:

1. the grade of each part of the module is greater than or equal to 5 (on a scale of 0 to 10) and
2. the final grade of the module is greater than or equal to 5 (on a scale of 0 to 10)

If the module is not approved, master coordination will offer the student the possibility of re-evaluating only one part or several parts in order to pass the module according to the assessment of the teachers of the modules and master commission. If the student approves the re-evaluation, the maximum grade that will be obtained in the reevaluated part will be 5. The calendar of the re-evaluations will be made public along with the list of notes of the module.

If the student does not attend at least 80% of the face-to-face classes (a control will be kept with a signature sheet) or if the student does not perform at least 50% of the continuous assessment activities, the student will have a grade "Not Evaluated". Each teacher will specify in this guide how they will evaluate the students. If not specified in the guide, those evaluation standards will be delivered on the first day of class in writing.

In order to successfully pass the CONSUMER BEHAVIOR module, it is necessary to carry out tests, as well as to demonstrate sufficiency in the project proposed in class (analysis of a market trend, from a sociological point of view and applied in the same).

Specifically, the final evaluation of the module will be based on the following criteria:

- Project (50%): This criterion is configured with four deliveries of 12.5% each (two in the Block I -consumption sociology- 25% and two in the Block II -sociology of consumption- 25%).

- Exams (50%): This criterion is configured with two tests of 25% each one (one in the Block I -consumption sociology-25% and one in the Block II -sociology of consumption- 25%).

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Project	50	15	0.6	1, 2, 3, 4, 5, 6
Test	50	10	0.4	2, 3, 4, 5

Bibliography

BLOCK I : SOCIOLOGY OF CONSUM (Part A & B)

ALONSO L. E. (2005), La era del consumo. Madrid, Siglo XXI

ALONSO L. E. (2009), Prácticas económicas y economía de las prácticas. Crítica del posmodernismo liberal, Madrid, Ed Catarata

ALONSO L. E., CONDE F. (1994), Historia del consumo en España: Una aproximación a sus orígenes y primer desarrollo, Madrid, Debate

ALONSO L. E., CALLEJO J. (1994) " Consumo e individualismo metodológico: Una perspectiva crítica" a Política y Sociedad, 16 pp111-134

ALONSO L. E. (1989), 'Proceso de trabajo y objeto de consumo. Apuntes para un análisis de su evolución conjunta', Sociología del Trabajo, 8, pp.59-80 .

ANDRES ORIZO F. (1977), Las bases sociales del consumo en España, Madrid, Confed. Española de Cajas de Ahorro.

BARTHES R. (1980), Mitologías, Madrid, Siglo XXI.

BAUDRILLARD J. (1969), El sistema de los objetos, Madrid, Siglo XXI.

BAUDRILLARD J. (1987), Crítica de la economía política del signo, Madrid, Siglo XXI.

BAUMAN Z. (2007), Vida de consumo, Madrid, Fondo de Cultura Económica

BENERÍA L. (1981), 'Reproducción, producción y división social del trabajo', Mientras Tanto, 6, Barcelona.

BOCOCK R. (1993), El consumo, Madrid, Talasa Ediciones

BORRÀS CATALÀ V. (1998) El consumo, un análisis sociológico. Barcelona, Cedecs.

BORRAS V. (2007), "Las desigualdades en el consumo a través del género" RES nº8 pp139-156.

BOURDIEU P. (1991), La distinción. Criterio y bases sociales del gusto. Altea, Taurus Humanidades

Conde F. Alonso L.E. (1996) "Crisis y transformación de las sociedades de consumo: de los modelos nacionales al modelo glocal" a Estudios sobre Consumo nº36, pp 13-27

Castell R. (1995) "De la exclusión como estado a la vulnerabilidad como proceso" a Archipiélago nº21 pp 27-36

Castells M. (1997) La era de la información. Economía, Sociedad y Cultura. Vol I La sociedad red. Alianza. Madrid.

CASTILLO CASTILLO J. (1987), Sociedad de consumo a la española, Madrid, Eudema Actualidad.

CASTILLO CASTILLO J. (1988), 'La singular sociología de Thorstein Veblen: el caso de la condición femenina', REIS, 43, pp. 7-22.

- DOBB M. (1975) Teoría del valor y de la distribución. Ideología y teoría económica. Buenos Aires, Siglo XXI.
- DURAN M^a A. (1988), De puertas adentro. Madrid, Instituto de la Mujer.
- FEATHERSTONE M. (1992), Consumer Culture and Postmodernism, London, Sage.
- GALBRAITH J. K. (1992), La Sociedad Opulenta, Barcelona, Ariel
- GREEN J.H.A. (1976), La teoría del consumo, Alianza Universidad, Madrid.
- Grignon c. Paseron j.p.(1992) Lo culto y lo popular. Miserabilismo y populismo en sociología y en literatura, Madrid, La piqueta.
- LEE M. J. (1993), Consumer culture reborn, London, Routledge.
- LEONINI L. (1990-91), 'A che servono le cose? A proposito di due contributi sui consumi', Quaderni di Sociologia, 29, pp. 168-178.
- LIPOVETSKY G. (2007), La felicidad paradójica, Barcelona, Anagrama.
- LIPOVETSKY G. (1990), El imperio de lo efímero, Barcelona, Anagrama
- MEEK R. (1980) Smith, Marx y después. Diez ensayos sobre el desarrollo del pensamiento económico. Madrid, Siglo XXI.
- MARAFIOTI R.(1988), Los significantes del consumo. Semiología, medios masivos y publicidad, Buenos Aires, Biblos
- ROCHEFORT R. (1995), La société des consommateurs, Francia, Editions Odile Jacob.
- PAHL J. (1990), 'Housedold speeding, personal speeding and the control of money in marriage', Sociology, 24, 1, pp. 119-138.
- PRETECEILLE E. (1975), 'Besoins sociaux et socialisation de la consommation', La pensée, 180, pp. 22-60.
- PRETECEILLE E., TERRAIL, J. P. (1986), Capitalism, consumption and needs, Oxford, Basil Blackwell
- PRESVELOU C. (1968), Sociologie de la consommation familiale, Paris, Les editions vie ouvrière.
- TERRAIL J-P (1975), 'Production des besoins et besoins de la production', La pensée, 180, pp. 6-21.
- TAYLOR-GOOBY P. (1985), 'Personal Consumption and Gender', Sociology, 19, 2, pp. 273-284.
- VEBLEN T. (1944), Teoría de la clase ociosa, Mexico, Fondo de Cultura Económica.

BLOCK II: SOCIAL PSICOLOGY OF THE CONSUMPTION (Part C & D)

Main references:

- Botella, M. i Domènech, M, et alt. (1999) Psicología social. Barcelona. Editorial Universitat Oberta.
- Dubois, B. y Rovira, A. (1998) Comportamiento del Consumidor. Comprendiendo al Consumidor. Madrid. Prentice Hall, 2^a Edición.
- Gil, A. i Feliu, J. (2004) Psicología econòmica i del comportament del consumidor. Barcelona: Editorial UOC
- Quintanilla, I. (2002) Psicología del consumidor. Madrid: Prentice Hill.
- Shiffman y Kanuk . (2005) Comportamiento del Consumidor. Madrid: Pearson.

Other references:

- Ariely, D.(2008) Las trampas del deseo. Madrid: Harper Collins Harper .
- Bauman, Z. (2001) La sociedad individualizada. Madrid: Cátedra.
- Baudrillard J. (1969) El sistema de los objetos, Madrid: Siglo XXI.
- Castells M. (1997) La era de la información. Economía, Sociedad y Cultura. Vol I La sociedad red. Madrid: Alianza.
- Cortina, A. (2002) Por una ética del consumo. Madrid: Taurus
- Ibáñez, T. (1994) Psicología social construccionista. Guadalajara, México: Universidad de Guadalajara
- Klein, N. (2000)No logo. El poder de las marcas. Barcelona: Paidós.
- Lindstrom, M. (2010) Buyology. Madrid: Ediciones Gestión 2000.
- Lipovetsy, G. (2008) La felicidad paradójica: Ensayo sobre la sociedad de hiperconsumo. Barcelona: Anagrama
- Ritzer, G. (1993) La McDonalización de la sociedad. Barcelona: Ariel, 1999.
- Sennet, R. (1998) La corrosión del carácter. Barcelona: Anagrama, 2000.
- Skinner, B. F. (1948) Walden Dos: hacia una sociedad científicamente construida, Madrid: Ed. Martínez Roca.
- Ramonet, I. (2003) La tiranía de la comunicación, Madrid: Ed. Debate.
- Tajfel, H. (1984) Grupos humanos y categorías sociales. Barcelona:Herder.
- Uderhill, P. (1999) Por qué compramos, la ciencia del shopping. Barcelona; Editorial Gestión 2000.
- Veblen T. (1944), Teoría de la clase ociosa, México: Fondo de Cultura Económic
- Verdú, V. (2003) El estilo del mundo. La vida en el capitalismo de ficción. Barcelona: Anagrama.