

**Consumer Behaviour**

Code: 42224  
ECTS Credits: 10

| Degree            | Type | Year | Semester |
|-------------------|------|------|----------|
| 4313148 Marketing | OB   | 0    | 1        |

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

**Contact**

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**Use of Languages**

Principal working language: spanish (spa)

**Teachers**

Vicent Borrás Català  
Isabel Pellicer Cardona

**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

### SECTION I: SOCIOLOGY CONSUMPTION

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

##### 1. Genesis, Creation and Structures of the consumer society.

-Historical, economic and social aspects of the 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.

## SECTION II: PSYCHOLOGY CONSUMPTION

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

6. Consumer analysis.

-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 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 -consicology 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

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