



UCAM
UNIVERSIDAD
CATÓLICA DE MURCIA

Teaching Guide 2018/2019

Consumer Behaviour

Bachelor in Business Administration

Face-to-face tuition

Contents

Consumer Behaviour	3
Brief Description.....	3
Previous Requisites	3
Objectives	3
Competences and learning results	4
Methodology	5
Contents	6
Connection with other subjects in the study plan	6
Assessment system	6
Grading System	6
Bibliography and reference sources.....	7
Recomendaciones para el estudio.....	8
Instructional Material.....	9

Consumer Behaviour

Consumer Behaviour

Module: Trade and Market Research

Topic: Market Research

Character: Optional

ECTS: 4,5 ECTS

Time period: Third Course, 6th semester

Teacher: **Prof. Dra. Laura Herrero Ruiz**

Email: lherrero@ucam.edu

Student's attention: **Mondays 5:00 PM to 7:00 PM, or by appointment via email**

Module coordinator teacher: María Concepción Parra Meroño

Brief Description

This course explains how the consumer behaves from a marketing perspective. On the one hand, the purchase decision process is analyzed as well as all the internal and external determining factors that influence it. The scope of the purchase process is also dealt with, and explanatory models of the purchase process are studied. Finally, the main trends of consumer's behavior are dealt with.

Previous Requisites

The student must have previous knowledge of descriptive statistics, distribution frequencies, contrast of hypothesis, sample techniques, demographic and socio-economic characteristics, company functional areas, together with basic knowledge of Business English, in order to maximize learning results of this subject.

Objectives

1. Recognize psychographic profiles of individuals in their behavior as leisure and tourism consumers.
2. Understand the purchase-decision process and factors that have an influence in it.
3. Distinguish the different existing purchase behavior.
4. Study the different post-purchase states of consumers.
5. Know the role of leisure in current society and future techniques.
6. Interpret models about consumer's behavior.

Competences and learning results

Cross-learning competences

(T1) Ability of analysis and synthesis

(T2) Organization and planning ability

(T6) Ability to manage information

(T9) Team work

(T14) Critical reasoning

(T16) Autonomous learning

(T24) Reflection capacity

(UCAM1) Be able to speak correctly in Spanish language within their field of study.

(UCAM5) Be able to use CIT basic tools as a user.

(UCAM 6) Acquire team work ability, to work with same or different field professionals.

(UCAM 7) Develop activities to start research activity.

Specific Competences

(E4) Know and apply basic concepts of Commercial research.

(E19) Ability to apply knowledge to the practice

(E20) Ability in the search for information

(E36) Understand psychology principles, identify implications for the company, design scenarios

(E45) Identify the impact of culture in market research, according to knowledge of this field.

Learning results

- Understand, reason and synthesize contents in the field of market research.
- Proper expression in this discipline terms (oral and written).
- Organize and know how to use information from different contexts for professional management in teams when performing professional tasks
- Acquire and implement collaboration strategies and abilities to favor work in team in the field of professional tasks in market research.
- Issue sentences and take a stance critically facing the different situations laid out in the field of professional activity within market research.
- Manage the learning process in the field of Financial Management in a proactive way.
- Produce learning abilities that allow them to follow subsequent studies in the market research area with a high level of autonomy.

Consumer Behaviour

- Think in a critical and reasonable way about questions related to the field of market research.
- Use orthographic and grammar rules in a suitable way, both in oral and written language.
- Know and use in a suitable way the resources that new information and communication technologies provide in the field of commercial management.
- Collaborate with other professionals and recognize the different contributions, provided by other knowledge fields, to professional practice in the field of commercial management.
- Carry out actions to promote interest and motivation towards research in the market field.
- Have and understand cutting-edge knowledge of market research, supported by books belonging to this field of study.
- Know how to make up a questionnaire that meets effectively its target.
- Know how to choose primary sources of information.
- Know how to choose secondary sources of information
- Know and apply the consumer's motivations and needs.
- Know psychographic factors that affect consumer's behavior.
- Know and apply the different segmentation criteria.
- Analyze the impact of culture in consumer's behavior.

Methodology

Methodology	Hours	Face-to-face work hours	Non-face-to-face work hours
Master class (27	45 hours (40 %)	
Practice workshops	5,85		
Assessment	3,15		
Tutorials	9		
Personal study	30,50		67,5 hours hours (60 %)
Tasks	20		
Practice classes	10		
Bibliographic search	7		
TOTAL	112,50	45	67,5

Syllabus

CHAPTER 1: CONSUMER BEHAVIOR AND MARKETING

- 1.1. Marketing and consumer behavior
- 1.2. The concept of consumer behavior
- 1.3. The consumer
- 1.4. The study of consumer behavior
- 1.5. Consumer behavior and the marketing mix
- 1.6. Practical cases

CHAPTER 2: EXTERNAL FACTORS

- 2.1. External factors: macroenvironment vs. microenvironment
- 2.2. Demographic environment
- 2.3. Economic environment
- 2.4. Legal, environmental, technological environment
- 2.5. Social and cultural environment
- 2.6. Social classes
- 2.7. Social groups
- 2.8. Family
- 2.9. Situational factors
- 2.10. Practical cases

CHAPTER 3: INTERNAL FACTORS

- 3.1. Needs, motivations and desires
- 3.2. Perceptions
- 3.3. Experience and learning
- 3.4. Memory
- 3.5. Attitudes
- 3.6. Personal characteristics
- 3.7. Practical cases

CHAPTER 4: THE PURCHASE DECISION PROCESS

- 4.1. The decision process
- 4.2. The recognition of the need
- 4.3. The search of information
- 4.4. The process of evaluation of alternatives
- 4.5. Practical cases

Consumer Behaviour

CHAPTER 5: PURCHASE DECISIONS AND POST-PURCHASE BEHAVIOR

- 5.1. The purchase decision
- 5.2. The choice of establishment and brand
- 5.3. The post-purchase processes
- 5.4. Practical cases

CHAPTER 6: TRENDS IN CONSUMER BEHAVIOR

- 6.1. New social scenario for a new consumer
- 6.2. Types of purchase behavior
- 6.3. Purchase decision styles
- 6.4. Consumer involvement
- 6.5. Shopping
- 6.6. Other trends in consumer behavior
- 6.7. Practical cases

Connection with other subjects in the study plan

The subject of consumer's behavior is related to the rest of subjects of the module of Marketing, Commercial Management, International Commerce, Market Research.

Besides that, it is related to other subjects of the study plan modules: Business Economy, Spanish Economy, External Practice, Degree Final Task.

Assessment system

February/June Exams

February/June call

- **Test exam:** 60% of the total grade

There will be two exams with test type questions. The first exam will be 30% worth and the second another 30%.

The student's: 40% involvement in the different training tasks

The student's involvement in the different training tasks that shape the matter will be assessed by the exercises, tasks, case studies and problems performed individually or in groups: the public defense of some of these projects and the participation in forums.

The assimilation of concepts presented in the master classes will be assessed through the performance of an activity by the student:

Consumer Behaviour

- a) At the beginning of each thematic block, the students will be asked, either individually or in group, to express in paper their knowledge about the matter, no matter how basic they are.
- b) At the end of the block, they will be asked the same to compare it with what they expressed at the beginning.

February/June Call

- **Theoretical part:** 60% of the total grade
- **Practice part:** 40% of the total grade

September Call

- **Theoretical part:** 60% of the total grade
- **Practice part:** 40% of the total grade

For students enrolled in resit exams

- The subject will be evaluated in one exam corresponding to 100% of the total grade (60% theory, 40% practice).

February/June Call

The student will pass the subject in the February/June call when the arithmetic mean, according to the three grade percentages (two written exams and involvement) is equal or higher than 5, whenever none of the other two grades is lower than 4.

If the student has less than 5 points in any of the three grades (the two written exams and the involvement), he/she will have to resit to pass in September, keeping the grades equal or higher than 5.

September call

The student will pass the subject in September call when the arithmetic mean, according to the fixed percentages in three punctuations (two written exams and involvement) is equal or higher than 5, whenever none of the other two grades is lower than 4.

In case of not passing, he/she will have to resit for the complete subject in later calls.

Grading System

The grading systems (RD 1.125/2003. de 5 de septiembre) will be:

0-4,9 Fail (SS)

5,0-6,9 Pass (AP)

7,0-8,9 Grade B (NT)

9,0-10 Distinction (SB)

Consumer Behaviour

The “Honors” mention can be awarded to those students with a degree of 9,0 or higher. This cannot be awarded to more than 5% of the students registered in a subject in each academic year, unless the number of students registered is less than 20, when there will be awarded only one mention.

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Bibliography and reference sources

Basic bibliography

- Parra Meroño, M.C. y Beltrán Bueno, M.A: (2013). *Comportamiento del Consumidor*. UCAM: Murcia. (Temas 1 a 7). Este manual cubre todo el temario de la asignatura.
- Ruiz de Maya, S., Grande Esteban, I.(2013). *Casos de Comportamiento del consumidor. Reflexiones para la dirección de marketing*. ESIC Editorial: Madrid. Este manual contiene casos prácticos reales que cubren la totalidad del temario de la asignatura.

Complementary bibliography

- Alonso Rivas, J. y Grande Esteban, I. (2010). *Comportamiento del Consumidor, Decisiones y Estrategias de Marketing*. 6ª edición. ESIC Editorial: Madrid.
- Blackwell, R.D. (2002). *Comportamiento del Consumidor*. 9ª edición. Ed. Thomson: Madrid.
- Cohen, M. (2006). *El Comportamiento del Consumidor*. 1ª Edición, Mcgraw-Hill / Interamericana de México.
- MolláDescals, A. (coord.) (2006). *Comportamiento del Consumidor*. Editorial UOC: Barcelona.
- Peter, J. P. Y Olson, J. O. (2005). *Comportamiento del consumidor y estrategia de marketing*. Mcgraw-Hill / Interamericana de México.
- Rivera Camino, J. Arellano Cueva, R. y Molero Ayala, V. (2009). *Conducta del consumidor. Estrategias y tácticas aplicadas al marketing*. Segunda Edición. ESIC: Madrid.
- Ruiz de Maya, S., Grande Esteban, I.(2006). *Comportamientos de compra del consumidor - 29 casos reales*. ESIC Editorial; Madrid.
- Schiffman, Leon G. y Kanuk Leslie L. (2011). *Comportamiento del consumidor*. 10ª edición. Editorial Pearson:Madrid.
- Solomon, Michael R. (2007). *Comportamiento del Consumidor*. 7ª edición. Editorial Pearson Educación: Madrid.
- Zaltman, G. (2004). *Como piensan los consumidores*. 1ª edición. Ediciones Empresa Activa: Madrid.

Consumer Behaviour

Webs related

- <http://www.acrwebsite.org/>
- <http://www.aecosan.msssi.gob.es/>
- <http://www.aemark.es/>
- <http://www.cec.consumo-inc.es/>
- <http://www.facua.org/>
- <http://www.ocu.org/>
- <http://www.quejasyreclamaciones.com/>
- <https://www.ama.org/Pages/default.aspx>

Recommendations for future study

For a better understanding of the subject, we recommend to do all the exercises and tasks proposed by the teacher.

Instructional Material

Students must have the basic text book recommended in the subject bibliography.

It will be necessary to have a PC with all the necessary programs installed in order to have access to the virtual campus, where they will find all information about the subject, conceptual maps, complementary material, tasks, etc. Computer with text editor, spreadsheet, and presentation tools, etc. We also recommend students to use memory devices. The students have available resources to follow the subject, through the university Virtual Api. <http://www.ucam.edu/servicios/informatica/api-virtual>

We also recommend students to use memory devices (USB, CDs or DVDs) to make easier the interchange of information in presentations such as Power Point, exercises, case study, etc., during the face-to-face classes.

Tutorials

Academic tutorial:

Academic tutorials are directed to:

- Collaboration and guidance in the case studies.
- Problem solving, related to the subject contents and to the methodology applied to it.
- Possibility to know and recognize the most suitable strategies for the correct management of commercial resources, as well as developing the abilities necessary to work in teams with a practice knowledge of marketing.

Consumer Behaviour

The university also has a Special Team for tutorials with the students enrolled in the degree. The personal tutor accompanies the student during the complete university period. Criteria and aspects can be consulted in:

<http://www.ucam.edu/servicios/tutorias/preguntas-frecuentes/que-es-tutoria>