



Affirm:

Dean

Date:

SOFIA UNIVERSITY "ST. KLIMENT OCHRIDSKI"

Faculty: Faculty of Philosophy

Specialty

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Psychology/ Master Program: General Psychology in English

SYLLABUS

Course:

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Consumer Behavior

Lecturer: Chief Asst. Prof Damyana Ivanova, PhD

Учебна заетост	Форма	Workload
Аудиторна заетост	Lectures	15
	Seminars	15
Обща аудиторна заетост		
	Quizzes	75
	Weekly independent work in Moodle	75
Обща извънаудиторна заетост		150
ОБЩА ЗАЕТОСТ		180
Кредити аудиторна заетост		5
Кредити извънаудиторна заетост		1
ОБЩО ЕКСТ		6

№	Grade formation	% of the final grade
1.	Quizzes	50%
2.	Final Test	50%

Quizzes and tests are graded as follows:

- 85-100% - excellent 6
- 70-84% - very good 5
- 60-69% - good 4
- 50-59% - satisfactory 3
- <49% - fail 2

Information about the Course:
The course aims to familiarize students with psychological determinants of behavior of economic subjects as well as with the opportunity of economic subjects to exert reverse influence on the economic reality. The course emphasizes the importance of psychological determinants in consumer choice and focuses on important aspects of consumer behavior, such as motivation, values, attitudes, emotions and social influence.

Prerequisites:
None

Aims of the course:
When students finish this course, they will: <ul style="list-style-type: none"> • have the knowledge of most of the major themes that have been central to consumer behavior on the marketplace. • be able to analyse the psychological aspects of consumer behavior.

Lectures and seminars

№	Topic:	
1.	CONSUMER BEHAVIOR: CONSUMERS IN THE MARKETPLACE Defining consumer behavior. Nature of consumption. Determinants of consumer behavior.	2
2.	CONSUMER BEHAVIOR AND MARKETING STRATEGY Market analysis components. Market segmentation. Marketing strategy.	2
3.	COGNITIVE COMPONENTS OF CONSUMER BEHAVIOR Perception, attention, learning, memory, and product positioning.	2
4.	MOTIVATION OF CONSUMER BEHAVIOR The nature of motives. Classifying motives and consumer needs. Motivational strength. Motivational conflicts. The motivation process: a psychological perspective.	2
5.	PERSONALITY, EMOTIONS, AND CONSUMER BEHAVIOR The use of personality in marketing practice. Types of emotions. Strategies and approaches for activation of the consumer.	2
6.	VALUE SYSTEM AND CONSUMPTION Material possessions and their meaning for the consumers. Consumer values orientation for materialism. Consumerism.	2
7.	SELF-CONCEPT, LIFESTYLE AND CONSUMPTION Interdependent/ Independent Self-concepts. Extended Self. The nature of lifestyle	2
8.	ATTITUDES AND INFLUENCING CONSUMER ATTITUDES Attitude components. Forming attitudes. Attitude change strategies.	2
9.	GROUP INFLUENCE ON CONSUMER BEHAVIOR Types of groups. Group properties. Reference groups. The nature of reference-group influence on the consumption process.	2
10.	ADOPTION OF, RESISTANCE TO, AND DIFFUSION OF INNOVATIONS Defining an Innovation. Resistance versus Adoption. Characteristics of Adopter Groups. Diffusion of new products on marketplace.	2

11.	CONSUMER BEHAVIOR AS A DECISION-MAKING PROCESS Individual decision-making. Consumer decision-process model. Types of consumer decisions. Problem recognition.	2
12.	INFORMATION SEARCH Sources of information. Marketing strategies based on information search patterns.	2
13.	ALTERNATIVE EVALUATION AND SELECTION Evaluative criteria. Decision rules for attribute-based choices.	2
14.	OUTLET SELECTION AND PURCHASE Outlet choice. Consumer characteristics and outlet choice. Online influences on brand choices.	2
15.	POST-PURCHASE PROCESSES Postpurchase dissonance. Purchase evaluation and customer satisfaction. Dissatisfaction responses.	2

Topics, which will be included in the Final Test

№	Topic:
1.	Cognitive components of consumer behavior
2.	Motivation of consumer behavior
3.	Personality, emotions and consumer behavior
4.	Value system and consumption
5.	Self-concept, lifestyle and consumption
6.	Attitudes and influencing consumer attitudes
7.	Group influence and consumer behavior
8.	Adoption of, resistance to, and diffusion of innovations
9.	Consumer behavior as a decision-making process: problem recognition
10.	Information search
11.	Alternative evaluation and selection
12.	Outlet selection and purchase
13.	Post-purchase processes

References

Basic

Hawkins, D., & Mothersbaugh, D. (2010). *Consumer behavior: Building marketing strategy* (11th ed.). Irwin: McGraw-Hill.

Hoyer, W., & MacInnis, D. (2008). *Consumer behavior* (5th ed.). Cengage Learning

Additional

De Mooij, M. (2011). *Consumer behavior and culture: Consequences for global marketing and advertising* (2nd ed.). SAGE Publications.

Dittmar, H. (2008). *Consumer culture, identity and well-being: The search for the 'good life' and the 'body perfect'*. Psychology Press. Taylor & Francis Group.

Jansson-Boyd, C. (2010). *Consumer psychology*. Open University Press.

Solomon, M., Bamossy, G., Askegaard, S., & Hogg, M. (2006). *Consumer behaviour: A european perspective* (3rd ed.). Pearson Education.

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