

СОФИЙСКИ УНИВЕРСИТЕТ „СВ. КЛИМЕНТ ОХРИДСКИ“  
КАТЕДРА ПО СОЦИАЛНА, ТРУДОВА И ПЕДАГОГИЧЕСКА  
ПСИХОЛОГИЯ  
КУРСОВЕ ЗА ПРОДЪЛЖАВАЩО ОБУЧЕНИЕ

ГЛ. АС. Д-Р ДАМЯНА ИВАНОВА

CONSUMER  
BEHAVIOR

A distance learning  
course

Duration:  
15 weeks



**1. Consumer behavior: consumers in the marketplace:** Defining consumer behavior. Nature of consumption. Determinants of consumer behavior.

**2. Consumer behavior and marketing strategy:** Market analysis components. Market segmentation. Marketing strategy.

**3. Cognitive components of consumer behavior:** Perception, attention, learning, memory, and product positioning.

**4. Motivation of consumer behavior:** The nature of motives. Classifying motives and consumer needs. Motivational strength. Motivational conflicts. The motivation process: a psychological perspective.

**5. Personality, emotions, and consumer behavior:** The use of personality in marketing practice. Types of emotions. Strategies and approaches for activation of the consumer.

**6. Value system and consumption:** Material possessions and their meaning for the consumers. Consumer values orientation for materialism. Consumerism.

**7. Self-concept, lifestyle and consumption:** Interdependent/Independent Self-concepts. Extended Self. The nature of lifestyle

**8. Attitudes and influencing consumer attitudes:** Attitude components. Forming attitudes. Attitude change strategies.

**9. Group influence on consumer behavior:** Types of groups. Group properties. Reference groups. The nature of reference-group influence on the consumption process.

**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.

**11. Consumer behavior as a decision-making process:** Individual decision-making. Consumer decision-process model. Types of consumer decisions. Problem recognition.

**12. Information search:** Sources of information. Marketing strategies based on information search patterns.

**13. Alternative evaluation and selection:** Evaluative criteria. Decision rules for attribute-based choices.

**14. Outlet selection and purchase:** Outlet choice. Consumer characteristics and outlet choice. Online influences on brand choices.

**15. Post-purchase processes:** Post-purchase dissonance. Purchase evaluation and customer satisfaction. Dissatisfaction responses.



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ФИЛОСОФСКИ ФАКУЛТЕТ

КАТЕДРА ПО СОЦИАЛНА, ТРУ-  
ДОВА И ПЕДАГОГИЧЕСКА ПСИ-  
ХОЛОГИЯ

България, София 1504  
Бул. ЦАР ОСВОБОДИТЕЛ 15

Тел. (02) 9308476  
Факс (+359-2) 9434447  
[http://phls.uni-sofia.bg/article/de-  
tails/110#tab152](http://phls.uni-sofia.bg/article/details/110#tab152)

#### APPLICATIONS:

Mrs. Anelia Georgieva  
Continuing Education  
Tel.: (02) 9308 351; (02) 987 10  
46  
e-mail: [amgeorgiev@phls.uni-sofia.bg](mailto:amgeorgiev@phls.uni-sofia.bg)

#### Dr. Damyana Ivanova:

Tel.: (02) 9308 476  
e-mail: [damyana\\_iva-  
nova@phls.uni-sofia.bg](mailto:damyana_ivanova@phls.uni-sofia.bg)  
[damyana.ivanova@gmail.com](mailto:damyana.ivanova@gmail.com)

## References

- 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.
- 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.
- Jansson-Boyd, C. (2010). *Consumer psychology*. Open University Press.
- Rogers, E. (2003). *Diffusion of innovations* (5th ed.). New York: Free Press.
- Solomon, M., Vamossy, G., Askegaard, S., & Hogg, M. (2006). *Consumer behaviour: A European perspective* (3rd ed.). Pearson Education.

### Standards of Academic Integrity

Generally, academic fraud and dishonesty include, but are not limited to the following categories: cheating, fabrication, plagiarism, multiple submissions, etc.

- **Cheating:** Using unauthorized notes, aids or information on an examination; altering a graded work prior to its return to a faculty member, allowing another person to do one's own work and submitting it for grading.
  - **Fabrication:** Inventing or falsifying information, data or citation; presenting data gathered outside of acceptable professorial guidelines; failing to provide an accurate account of how information, data or citations were gathered; altering documents affecting academic records; forging signatures or authorizing false information on an official academic document, grade, letter, form or any other university document.
  - **Plagiarism:** Submitting material that in part or whole is not one's own work; submitting one's own work without properly attributing the correct sources of its content.
  - **Multiple Submissions:** Submitting identical papers or course work for credit in more than one course without prior permission of the instructor.
- A breach of ethics or act of dishonesty can result in:
- failure of an entire course (blatant plagiarism, cheating on a test or quiz);
  - academic suspension or expulsion from the university.