

Comportement du consommateur



En bref

- › **Langues d'enseignement:** Anglais
- › **Méthodes d'enseignement:** En présence
- › **Ouvert aux étudiants en échange:** Oui

Présentation

Objectifs

This course will focus on the understanding of consumer behavior, how and why consumers make purchase decisions, how they think, feel and act before, during and after the purchase or consumption experience Understanding consumers enables marketers to more effectively meet the needs of buyers in the market, and be more successful in the market. Another goal of this course will be for students to practice english.

Heures d'enseignement

CM	Cours Magistral	10,5h
TD	Travaux Dirigés	10,5h

Plan du cours

Chapter 1 Why studying consumer behavior

- * Who needs to understand the consumer?

- * The main objectives of studying consumer behavior

Chapter 2 Defining consumer behavior

- * What behaviors do we study ?
- * How do we analyze consumer behavior ?
- * Consumer behavior studies and ethics

Chapter 3 Internal and external influences on consumer behavior

- * Internal influences on consumer behavior
- * External influences on consumer behavior

Chapter 4 Decision making process

- * The process and the steps
- * Decision categories
- * Marketing persona

Project workshop :

Toolkit 1 – What is Videography ?

Toolkit 2 : What is Netnography ?

Informations complémentaires

Responsable du cours : Sophie MARTINS

Compétences visées

Understand the consumer decision-making processes.

Apply consumer behaviour principles in a variety of contexts, and in an ethical manner.

Enable students to develop marketing strategies that are consumer based and create and enhance customer value.

Communicate their thinking regarding these principles in a style appropriate for a business environment individually and in teams.

Improve professional english level

Bibliographie

Darpy D et Guillard V 2016 Comportement du consommateur, Dunod, 4 ème édition

Solomon M Tissier Desbordes E et Heilbrunn B 2010 Comportement du consommateur, Pearson Education, 6ème edition

Kotler P Keller K et Manceau D 2015 Marketing Management, Pearson Education, 15ème édition

Lendrevie J et Levy J 2021 Mercator, Dunod, 13 ème édition

Clauzel A Guichard N et Riché C 2016 Comportement du consommateur fondamentaux, nouvelles tendances et perspectives, Vuibert

Kozinets, R. V. (2002). The field behind the screen: Using netnography for marketing research in online communities. Journal of marketing research, 39(1), 61 72.

Cléret, B., Dehling , A., Leroy, J., Rokka , J., Sohier , A., & Herbert, M. (2018). L'approche vidéographique dans la recherche en marketing: Quel protocole méthodologique ?. Recherche et Applications en Marketing (French Edition), 33(3), 90 127.

Infos pratiques

Lieux

> Annecy-le-Vieux (74)

Campus

> Annecy / campus d'Annecy-le-Vieux