

# European and global consumer behaviour (GEST801\_EMBS)



## En bref

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

## Présentation

### Objectifs

Upon completion of the module students will

- understand the central role of customers and consumption and their cultural / societal background for management in general and marketing in particular (programme ILOs K1 and IP1)
  - know a large of set of different theories (positivist and interpretativist ones) explaining the fundamentals of the consumption decision making process (programme ILO K1)
  - be able to apply theories and interpret examples in order to explain concrete consumption patterns and design marketing approaches influencing them (programme ILO K2)
  - be aware of ethical, environmental, and sustainability issues connected with consumption (programme ILO A2)
- be able to analyse own consumer behaviour and consumption patterns of other individuals / cultures (programme ILO A1 and IP1)

### Heures d'enseignement

CM Cours Magistral 60h

### Plan du cours

- Factors influencing customer decision making: cultural, sociological, personal, psychological and situational aspects

- Theoretical stages of the decision-making process: from the perception of needs to post purchase feelings
- Consumption as a natural and ancestral human activity: why do we consume?
- Culture, lifestyles and consumption
- Impact of socio demographics on consuming priorities and purchasing patterns
- Sociological aspects in customer behaviour: the different persons involved in the decision process, group influence phenomena (including social classes) and opinion leadership
- Psychological explorations of customer behaviour, e.g. perception, learning, motivation, involvement, attitude,
- Purchase environment and shopping behaviour
- Basics of neuro-marketing analyses
- Symbolic consumption and identity (self-image)
- Post-modern customers and brand consumption
- Experiential consumption – consumer culture theory approaches to understanding consumption practices

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## Compétences visées

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  - be aware of ethical, environmental, and sustainability issues connected with consumption (programme ILO A2)
- be able to analyse own consumer behaviour and consumption patterns of other individuals / cultures (programme ILO A1 and IP1)

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## Bibliographie

- Solomon R: Consumer Behavior, Prentice Hall, 2008.
- Bagozzi R., Gurhan-Canli Z., & Priester J: The Social Psychology of Consumer Behaviour (Applying Social Psychology), Open University Press, 2002.
- Sheth J. & Mittal B: Customer Behavior: A Managerial Perspective, South-Western College Pub, 2003.

**Libellé court** : GEST801\_EMBS

**Nature** : EC

## Infos pratiques

## Lieux

> Anancy-le-Vieux (74)

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## Campus

> Anancy / campus d'Anancy-le-Vieux