

# European and global consumer behaviour



## 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 set of different theories (positivist and interpretivist 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

European and global consumer behaviour - 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 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)

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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.

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## Infos pratiques

### Lieux

- › Annecy-le-Vieux (74)

## Campus

› Anney / campus d'Anney-le-Vieux