## Course Description

An understanding of customers and consumption is central to marketing. In this course students will explore why customers buy, the diversity of consumer brands and the significance of these brands in consumers’ lives. A wide range of issues are studied within this module, including:

- Brand consumption
- Customer decision-making
- Culture, lifestyles and consumption
- Group influences and opinion leadership

## Objectives

- Students will understand that customers and consumption is central to management in general and to marketing in particular.
- They will be exploring why customers buy and why they select certain products, services, and brands (in all their diversity) and the role of consumption in their life.
- They will know the fundamentals of organisational behaviour - including the influence of stakeholders on organizational decision making and inter-organisational relationships. They will be able to analyse the implications of customer behavior for marketing and communication.
Content

1. Factors influencing customer decision making: cultural, sociological, personal, psychological and situational aspects
2. Theoretical stages of the decision making process: from the perception of needs to post-purchase feelings
3. Consumption as a natural and ancestral human activity: why do we consume?
4. Culture, lifestyles and consumption
5. Impact of sociodemographics on consuming priorities and purchasing patterns
6. Sociological aspects in customer behaviour: the different persons involved in the decision process, group influence phenomena and opinion leadership
7. Psychological explorations of customer behavior, e.g. perception, learning, motivation, involvement, attitudes
8. Symbolic consumption and identity (self-image)
9. Purchase environment and shopping behavior
10. Post-modern customers and brand consumption

Inter-organisational relationships and organisational buying behavior

Results

Competences

| Evaluation system | 1 written exam (120 minutes = 75%), case studies in groups (25%) |

References