

Consumer Behavior

EM4R5M13

Program

PGE
PGE 3A - Operational and Strategic Marketing (SOMKT)

UE

Marketing research

Semester

B

Discipline

Marketing

Contact hours

27 H

Number of spots

45

ECTS

5

Open to visitors

Yes

Language



Coordinator

Romain Franck



List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Romain FRANCK	romain.franck@em-strasbourg.eu	27 h

Pedagogical contribution of the course to the program

LEARNING GOAL 1 : Students will master state-of-the-art knowledge and tools in management fields in general, as well as in areas specific to the specialized field of management.

Students will understand state-of-the-art management concepts and tools and use them appropriately.

Students will implement appropriate methodologies to develop appropriate solutions for business issues.

LEARNING GOAL 2 : Students will develop advanced-level managerial skills.

Students will work collaboratively in a team.

Students will participate in a decision-making process in a critical way.

Students will communicate ideas effectively, both orally and in writing, in a business context.

LEARNING GOAL 4: Students will study and work effectively in a multicultural and international environment.

Students will demonstrate written and oral competency in two foreign languages.

Students will analyze business organizations and problems in a multicultural and international environment

Description

This course analyzes the underlying theories explaining consumer behavior. Topics include the psychological core (motivation, memory, knowledge, attitudes), the process of making decisions (problem recognition, judgment, post-decision processes), and the consumer's culture (social influences, consumer diversity, psychographics). This course also provides students with managerial implications of consumer behavior concepts.

Teaching methods

Face-to-face

- Lectures

In group

- Oral presentations
- Projects
- Case studies/texts

Interaction

- Discussions/debates

Others

No items in this list have been checked.

Learning objectives

Cognitive domain

Upon completion of this course, students should be able to

- - (level 1) **describe** the current theories in consumer behavior.
 - - (level 2) **explain** the main variables influencing consumer behavior.
 - - (level 4) **analyze** marketing strategies implications of consumer behavior theories.
 - - (level 5) **interpret** real phenomena through the lens of the consumer behavior theories.
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Affective domain

Upon completion of this course, students should be able to

None affective domain have been associated with this course yet

Outline

- I. Introduction to consumer behavior
 - a. What affect consumer behavior?
 - b. Who benefits from the study of consumer behavior?
 - c. Making business decisions based on the marketing implications of consumer behavior
 - II. The psychological core
 - a. Motivation
 - b. Memory and knowledge
 - c. Attitudes
 - III. The process of making decisions
 - a. Problem recognition and information search
 - b. Judgment and decision-making
 - c. Post-decision processes
 - IV. The consumer's culture
 - a. Social influences
 - b. Consumer diversity
 - c. Household and social class influences
 - d. Psychographics: values, personality, and lifestyles
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No prerequisite has been provided

Knowledge in / Key concepts to master

Operational and strategic marketing
Marketing research

Teaching material

Mandatory tools for the course

- Computer
- Other :

Documents in all formats

- Newspaper articles
- Case studies/texts

Moodle platform

- Upload of class documents

Software

No items in this list have been checked.

Additional electronic platforms

No items in this list have been checked.

Recommended reading

Main reading material

Hoyer, W., MacInnis, D., & Pieters, R. (2018). Consumer behavior 7th ed. United States of America: South-Western Cengage Learning.

Additional literature

HBR articles to be uploaded on moodle

EM Research: Be sure to mobilize at least one resource

Textbooks, case studies, translated material, etc. can be entered

Huaman-Ramirez, R. and Merunka D. (2017), "When is consumer desire driven by difficulty of recall task? The effect of the type of information and time pressure", *Journal of Marketing Theory and Practice*, Vol. 25 No. 4, pp. 375-395. [ranked CNRS 4; ABDC B]

Huaman-Ramirez, R. and Merunka D. (2019), "Brand experience effects on brand attachment: the role of brand trust, age and income", *European Business Review*, Vol. 31 No. 5, pp. 610-645. [ranked CNRS 3; ABDC B]

Huaman-Ramirez, R., Albert N. and Merunka, D. (2019), "Brand globalness effects on brand trust: the role of brand affect and brand innovativeness", *European Business Review*, Vol. 31 No. 6, pp. 926-946. [ranked CNRS 3; ABDC B]

Faschan, M., Chailan, C. and Huaman-Ramirez, R. (2020), "Emerging adults' luxury fashion brand value perceptions: a cross-cultural comparison between Germany and China", *Journal of Global Fashion Marketing*, Vol. 11 No. 3, pp.

207-231. [ranked ABDC B]

Huaman-Ramirez, R., Maaninou, N., Merunka, D. and Cova, V. (2021), "How do consumers perceive old brands? Measurement and consequences of brand oldness associations", *European Business Review*, Vol. 33 No. 4, pp. 566-596. [ranked CNRS 3; ABDC B]

Mejía, V. D., Aurier, P. and Huaman-Ramirez, R. (2021), "Disentangling the respective impacts of assortment size and alignability on perceived assortment variety", *Journal of Retailing and Consumer Services*, Vol. 59, 102386. [ranked CNRS 3; ABDC A]

Huaman-Ramirez, R. (2021), "Self-congruity and domestic tourists' attitude: the role of involvement and age", *Anatolia*, Vol. 32 No. 2, pp. 303-315. [ranked ABDC B]

Huaman-Ramirez, R., Merunka, D. and Maaninou, N. (2021), "Destination personality effects on tourists' attitude: the role of self-congruity and ambiguity tolerance", *Journal of Strategic Marketing*, forthcoming [ranked CNRS 4; ABDC A]

Toti, J.F., Diallo M.F. and Huaman-Ramirez, R. (2021), "Consumer's ethical decision-making: the mediating and moderating role of internal locus of control", *Journal of Business Research*, Vol. 131, pp. 168-182. [ranked CNRS 2; ABDC A]

Huaman-Ramirez, R. and Merunka, D. (2021), "Celebrity CEOs' credibility, image of their brands and consumer materialism", *Journal of Consumer Marketing*, Vol. 38 No. 6, pp. 638-651. [ranked CNRS 4; ABDC A]

Huaman-Ramirez, R., Lunardo, R. and Vasquez-Parraga, A. (2022), "How brand self-disclosure helps brands create intimacy with customers: The role of information valence and anthropomorphism", forthcoming. [ranked CNRS 3; ABDC A]

Assessment

List of assessment methods

Intermediate assessment / continuous assessment 1 Class no. 3,5,7

Written (10 Min.) / Individual / English / Weight : 20 %

Details : 3 Quizzes (the lowest score is deleted)

Intermediate assessment / continuous assessment 2 Class no. 8

Oral (30 Min.) / Group / English / Weight : 20 %

Details : case study (in group of 4/5 members)

This evaluation is used to measure L01.2, L01.3, L02.1, L02.3, L04.2

Intermediate assessment / continuous assessment 3 Class no. 6

Written / Group / English / Weight : 20 %

Details : Short project about Super Bowl Game Ads

This evaluation is used to measure L02.1

Final evaluation Exam week

Written (120 Min.) / Individual / English / Weight : 40 %