

Title of Subject: Consumer Behaviour	NEPTUN code of Subject: GTMSK103AB
	Type of Subject: compulsory
Lecturer: Dr Szabolcs NAGY PhD	
Suggested Semester: 3	Preliminary learning conditions: -
No. of Lessons: 2+1	Recitation: practical course mark
Credit: 4	Type of Course: Bachelor
Brief description of the subject:	
<p>The main objective of this course is to give a deep insight into consumer behavior. The more you know your customers, the more chance you have got to make the right decisions to make more profit in your industry through excelling customer satisfaction. Students shall learn the main types of buying decisions, the stages and influencers of individual decision making and look into the psychological and social factors that have big impact on individual and group consumption.</p>	
Summary of lectures:	
<p>1 An introduction to consumer behaviour (definitions, roles, segmentation, etc.). Sustainable consumption.</p> <p>2 Individual decision-making (types of consumer decisions, problem recognition, information search, identifying alternatives)</p> <p>3 Shopping, buying, evaluating and disposing (purchase and post-purchase activities, purchase environment, shopping, e-commerce, satisfaction & dissatisfaction, product disposal)</p> <p>4 Perception and interpretation (attention getting techniques, memory, perception theories, Weber's law, Gestalt, positioning, perception maps, semiotics)</p> <p>5 Learning and memory (Classical conditioning, Operant conditioning, Observational learning)</p> <p>6 Brain functions, memory, memory marker products, retrieval, brand recall, brand recognition</p> <p>7 Motivation (needs, wants, motivational conflicts, cognitive dissonance, Maslow's hierarchy of needs)</p> <p>8 Freudian theory. Involvement. Techniques to increase involvement.</p> <p>9 Values. The Rokeach Value Survey. Types of consumer values. Schwartz universal values.</p> <p>10 Attitudes. Attitude change. The ABC model. Forming attitudes. Multi-attribute models. Reasoned action.</p> <p>11 Group influence and opinion leadership. Reference groups. Virtual communities. Conformity. WOM. Viral marketing. Opinion leadership.</p> <p>12 European family structures and household decision-making. Collective decision making. The modern family. Family trends. Family life-cycle (FLC). Children's impact.</p> <p>13 Income and social class. Factors influencing consumer spending. Conspicuous consumption</p> <p>14 Culture and consumer behavior. Crescive norms. Myths. Rituals. Lifestyle.</p>	
Method of Mid-Semester Task:	
<p>Written test and individual mid-term oral presentation on different consumer norms, rituals and habits in different cultures. Discussions of articles and case studies, in-class exercises.</p>	
Evaluation of the Subject:	
<p>Written test totaling 100 points of which 51 points must be obtained for grade 'satisfactory'. Oral presentation and in-class activity can alter the final grade. Class attendance: minimum 60% of seminars.</p> <p>Assessment: Total points: 100 points. Grading: 0-51 (1), 52-65 (2), 66-75 (3), 76-85 (4), 86-100 (5)</p>	

Obligatory Literatures:

1. Szabolcs Nagy: PowerPoint Presentation of Lectures, 2013
2. Solomon M, Bamosy, G and Askegaard, S, (2010), Consumer Behaviour: A European Perspective, Prentice Hall Europe
3. Szabolcs Nagy: Sustainable Consumption (e-learning material)
4. Michael R. Solomon: Consumer Behavior: Buying, Having, and Being, Pearson, 2012

Proposed Literatures:

5. Michael R. Solomon: Consumer Behavior 9th Global Edition (Mymarketinglab), Pearson, 2010
6. Richard Bagozzi, Zynep Gurhan-Canli and Joseph Priester: The Social Psychology of Consumer Behaviour (Applying Social Psychology), Open University Press, 2002
7. Laura Lake: Consumer Behavior For Dummies, For Dummies, 2009