

1.1. COURSE SYLLABUS

Subject name	Consumer Behaviour		
Subject area	Consumer Behaviour		
Module	Marketing and Communication		
Qualification	COMMERCE INTERNATIONAL SEMESTER		
Plan	902	Code	75016
Teaching period	Second Semester	Type/Nature	Compulsory
Level/Stage	Degree	Year	
ECTS credits	6		
Language of instruction	English		
Lecturers in charge	TBD		
Contact details	TBD		
Tutorial timetable	TBD		
Department	Sociology and Social Work		
Knowledge area	Sociology		

1.2. SITUATION/DIRECTION OF THE SUBJECT

Context	<p>The Consumer Behaviour subject is a sociological approach to the variety of individual and collective behaviours related to consumption, providing explanatory frameworks and descriptive resources for the behaviours related to the use and enjoyment of goods and services.</p> <p>The subject is presented from an analytical/regulatory focus and is clearly orientated towards examining the social and psychosocial mechanisms that explain the behaviour of purchasing and enjoying goods and services. In a complementary way, it also provides guidance related to promoting consumer behaviours in line with needs and social values in general.</p> <p>The subjects explains consumption based on two levels of analysis: the first is micro in nature, describing the phenomena that directly and immediately affect the behaviour of each player. The second analysis level refers to a macro level, describing the structural dimensions of society that generate widespread consumer behaviour patterns that are in line with a certain social and production system. The first focus is directly related to psychosociology or microsociology and the second is an offshoot of macrosociological theory.</p>
Relationship with other subject areas	<p>The Consumer Behaviour subject is autonomous in terms of contents. Nevertheless, it is methodologically consistent with the other subjects taught by the Sociology area as part of the Degree in Commerce (Commercial Town Planning, Intercultural Communication and Negotiation Techniques). It is also related to subjects from the Communication and Marketing module, although its contents are complementary without there being any risk of overlap.</p>
Prerequisites	<p>The Consumer Behaviour subject does not require knowledge from other subjects from the Degree in Commerce course.</p> <ol style="list-style-type: none"> 1) There are no regulations specifying that it is compulsory to have taken a certain subject before enrolling for the Consumer Behaviour subject. 2) There are no subjects in the first year of the Degree in Commerce that are prerequisites for being able to develop the specific skills in the Consumer Behaviour subject.

1.3. CONTRIBUTION TO SKILLS DEVELOPMENT

General	G1/G2/G3/G4/G5/G6/
Specific	E/16

1.4. GENERAL AIMS OF THE SUBJECT

The aim of this subject is to develop skills that make it possible to interpret, predict and intervene in aspects related to the behaviour of consumers of goods and services.

To do this, and based on the scientific foundations of sociology, the following aims are posed:

1. Preparing students to understand and handle concepts related to the description and constraints of consumer behaviour.
2. Preparing students to apply scientific methods of description and analysis of consumer behaviour, developing research skills and a scientific attitude of rigorous and objective analysis of consumption phenomena.
3. Providing knowledge of the general patterns of consumption behaviour and their recent development trends.
4. Preparing students to carry out actions to change consumer behaviour, oriented towards both commercial activity interests as well as principles of a fair, sustainable and equitable society.

1.5. TIME TO BE SPENT ON THE SUBJECT BY STUDENTS

CONTACT HOURS			
Theory classes	Practical classes	Academically supervised activities	Assessment
30	30		3
INDEPENDENT STUDY			

Independent work on theoretical contents	Independent work on practical contents	Preparation of work, reports, essays, etc.	Preparation for assessment
15	20	30	22

1.6. THEMATIC BLOCKS

BLOCK 1. INTRODUCTION TO THE STUDY OF CONSUMER BEHAVIOUR AND PARADIGMS OF CONSUMER BEHAVIOUR ANALYSIS	
Contextualisation and justification	<p>This module provides the basic concepts and methods of the subject. The able handling of a solid conceptual and terminological foundation is fundamental for the activity of any professional.</p> <p>The module provides information and prepares students to perform specific social research techniques applied to consumption.</p>
Learning goals	<p>Understanding fundamental concepts and theoretical frameworks of consumption behaviour.</p> <p>Acquiring competence in the understanding and application of research principles in social sciences.</p>
Contents	<p>Consumption as a behaviour. Consumption as a way of life. Socio-economic meaning of present-day consumption. Importance of studying consumer behaviour in the contemporary context. Interdisciplinary methodological focus. The psychological study of consumption behaviour. The regulatory model of purchasing behaviour. Approaches from an economic standpoint. Constructive analysis of consumption. Approach, from the lens of sociology, to the social construction of need and consumption</p>
Teaching methods	<p>Lectures. Group analysis classes. Practical classes, practical work and activities outside of class.</p>
Work plan	<p>To be done during weeks 1-4</p>
Assessment	<p>Assessment of classroom activities. Practical work as a check at the end of each theory session.</p> <p>Assessment of activities in the practical classes.</p> <p>Assessment by final examination.</p> <p>Activity assessment: the activities in Module I correspond to</p>

	Programmes 1 and 2 of the activities, called the Collecting Programme and the Reading Programme, respectively.
Basic references	<p>ALONSO RIVAS, J. Coord. (2005): <i>Comportamiento del Consumidor</i>, ESIC, Madrid. Pp. 25–62 corresponding to chapter 1 <i>Márketing y comportamiento del consumidor</i> and part of chapter 2 <i>La integración Interdisciplinar y el estudio de necesidades</i>.</p> <p>Marinas, J. M. (2001): <i>La fábula del bazar</i>. Orígenes de la cultura del consumo, Madrid, Ed. A. Machado Libros.</p>
Recommended reading	<p>BAUDRILLARD J. (2007): <i>La sociedad de consumo, sus mitos y sus estructuras</i>, Madrid, Siglo XXI.</p> <p>BOCOCK, R. (1995): <i>El consumo</i>, Madrid, Talasa.</p> <p>BOURDIEU, P. (1988): <i>La distinción. Criterios y bases sociales del gusto</i>, Madrid, Taurus.</p> <p>GALBRAITH, J. K. (1987): <i>La sociedad opulenta</i>, Ariel, Barcelona, 1987.</p> <p>RITZER, G. (2000): <i>El encanto de un mundo desencantado</i>, Barcelona, Ariel.</p>
Required resources	The typical resources of a multimedia classroom. The Faculty of Commerce's library collection. Notes provided by the teaching staff.
Workload in ECTS credits	1.6
BLOCK II. MACRO ASPECTS OF CONSUMPTION BEHAVIOUR. PLAYERS AND SOCIAL PROCESSES IN PURCHASING PATTERNS FOR CONSUMER GOODS AND SERVICES.	
Contextualisation and justification	<p>Social constraints are what largely determine consumption processes, thus justifying both their inclusion in the contents, as well as their priority nature in the discussion.</p> <p>Structural social aspects explain consumption behaviour both at aggregated level as well as in each of the interaction processes.</p>
Learning goals	<p>Understanding the connection between social dynamics and consumption dynamics.</p> <p>Being able to make realistic forecasts of consumption behaviour according to social factors and constraints.</p>
Contents	<p>Cultures and consumer cultures. Social class and consumption. Compensatory consumption. Consumption and the new poor. Family and the consumption cycle. Consumption among equals. The social construction of taste.</p>
Teaching methods	Lectures. Group analysis classes. Practical classes, practical work and activities outside of class.

Work plan	To be done during weeks 4-9
Assessment	<p>Assessment of classroom activities. Practical work as a check at the end of each theory session.</p> <p>Assessment of activities in the practical classes.</p> <p>Assessment by final examination.</p> <p>Activity assessment: the activities in Module II correspond to Programmes 3 and 4 of the activities, called the Analysing Programme and the Designing Programme, respectively.</p>
Basic references	<p>ALONSO RIVAS, J. Coord. (2005): <i>Comportamiento del Consumidor</i>, ESIC, Madrid.</p> <p>HAWKINS, BEST and CONEY. (1994): <i>Comportamiento del consumidor</i>, Addison-Wesley Iberoamericana, Delaware.</p> <p>HOWARD, J. A. (1993): <i>El comportamiento del consumidor en la estrategia de marketing</i>, Ed. Diaz de Santos, Madrid.</p> <p>LOUDON, D. L. and DELLA BITTA, A. J. (1995): <i>Comportamiento del consumidor. Conceptos y aplicaciones</i>, McGraw Hill, Mexico.</p>
Recommended reading	<p>BAUMAN, Z. (2000): <i>Trabajo, consumismo y nuevos pobres</i>, Barcelona, Gedisa</p> <p>BAUMAN, Z.(2007): <i>Vida de consumo</i>, Buenos Aires, Fondo de Cultura Económica</p> <p>BORRÁS CATALÁ, V. (1998): <i>El consumo. Un análisis sociológico</i>, Barcelona, Cedecs</p>
Required resources	The typical resources of a multimedia classroom. The Faculty of Commerce's library collection.
Workload in ECTS credits	2

BLOCK III. MICRO ASPECTS OF CONSUMPTION BEHAVIOUR. PSYCHOSOCIAL FACTORS THAT CONDITION THE PURCHASE AND ENJOYMENT OF GOODS AND SERVICES	
Contextualisation and justification	<p>Consumption behaviour must also be explained according to the immediate conditioning factors that affect consumers and that are present in their immediate behavioural context. Many of these factors are micro in nature and related to psychosocial-type phenomena.</p> <p>These microsociological or psychosocial factors are particularly important because they make it possible to orient the commercial activity and interaction between supplier and consumer.</p>
Learning goals	Being familiar with and understanding the forms of conditioning posed by the psychosocial factors of consumption, allowing students to design intervention

	strategies to influence these constraints.
Contents	Personality and consumption, personality traits, personality types, identity, construction of desire, basic needs and types of needs, construction of taste, attitudes, perception, cognition, behaviour modification strategies.
Teaching methods	Lectures. Group analysis classes. Practical classes, practical work and activities outside of class.
Work plan	Weeks 10-13
Assessment	<p>Assessment of classroom activities. Practical work as a check at the end of each theory session.</p> <p>Assessment of activities in the practical classes.</p> <p>Assessment by final examination.</p> <p>Activity assessment: the activities in Module III correspond to Programmes 3 and 4 of the activities, called the Analysing Programme and the Designing Programme, respectively.</p>
Basic references	<p>ALONSO RIVAS, J. (1984): <i>El comportamiento del consumidor</i>, Instituto Nacional del Consumo, Madrid.</p> <p>HAWKINS, BEST and CONEY. (1994): <i>Comportamiento del consumidor</i>, Addison-Wesley Iberoamericana, Delaware.</p> <p>HOWARD, J. A. (1993): <i>El comportamiento del consumidor en la estrategia de marketing</i>, Ed. Diaz de Santos, Madrid.</p> <p>LOUDON, D. L. and DELLA BITTA, A. J. (1995): <i>Comportamiento del consumidor. Conceptos y aplicaciones</i>, McGraw Hill, México.</p>
Recommended reading	
Required resources	The typical resources of a multimedia classroom. The Faculty of Commerce's library collection.
Workload in ECTS credits	1.6

BLOCK 4. THE CONTEMPORARY CONTEXT OF CONSUMPTION AND TRENDS OF CHANGE IN CONTEMPORARY SOCIETY	
Contextualisation and justification	The educating starts from the inevitable paradox of training for the future with knowledge generated in the past. The only way of solving the problems this fact may generate is to encourage students to constantly carry out foresight exercises

	<p>and explore social changes to assess future trends.</p> <p>The block provides the necessary forward-looking approach by analysing the main approaches regarding social change and changes in consumption.</p>
Learning goals	Being familiar with the contemporary consumption context and likely change trends, so that students are able to identify market, employment and social intervention niches.
Contents	Consumer society. Stages and trends. Forward planning consumption behaviour. Post-industrial society, postmodern society, postmodernity, risk society, knowledge society, personalised consumption, customisation, information society, disenchantment, fragmentation, neoliberalism.
Teaching methods	Lectures. Group analysis classes. Practical classes, practical work and activities outside of class.
Work plan	Week 14
Assessment	<p>Assessment of classroom activities. Practical work as a check at the end of each theory session.</p> <p>Assessment of activities in the practical classes.</p> <p>Activity assessment: the activities in Module IV correspond to Programmes 5 and 6 of the activities, called the Applying Programme and the Communicating Programme, respectively.</p>
Basic references	<p>ALONSO L. E. (2006): <i>La era del consumo</i>, Madrid, Siglo XXI, 2nd ed.</p> <p>ALONSO L. E. (1997): <i>Historia del consumo en España: una aproximación a sus orígenes y primer desarrollo</i>, Madrid, Debate, 2nd ed.</p> <p>ALONSO L. E. <i>La globalización y el consumidor: reflexiones generales desde la sociología del consumo</i>, <u>Mediterráneo económico</u>, ISSN 1698-3726, No. 11, 2007 (Issue dedicated to New approaches in marketing and the creation of value/coord. by María Jesús Yagüe Guillén), pp. 37-56</p>
Recommended reading	
Required resources	The typical resources of a multimedia classroom. University School of Business Studies library.
Workload in ECTS credits	0.4

BLOCK IV. INNOVATION, MODIFICATION AND CHANGE IN CONSUMPTION BEHAVIOUR AND CRITICAL ANALYSIS OF CONSUMPTION BEHAVIOUR	
Contextualisation and justification	The critical approach is one of the pillars of university education, as well as innovation. This section represents the most prominently applied part of the Consumer Behaviour subject, since it provides information on how to assess behaviour and what type of actions can be addressed to modify it.
Learning goals	Developing critical ability and the ability to innovate in the context of consumption. Preparation concerning changing consumers' behavioural patterns.
Contents	General principles of behavioural change. Tools for modifying behaviour. Defending consumer interests. Impulsiveness and pathological consumption. Assessing the social impact of consumption.
Teaching methods	Lectures. Group analysis classes. Practical classes, practical work and activities outside of class.
Work plan	Week 15
Assessment	Assessment of classroom activities. Practical work as a check at the end of each theory session. Assessment of activities in the practical classes. Assessment by final examination. Activity assessment: the activities in Module I correspond to Programmes 5 and 6 of the activities, called the Applying Programme and the Communicating Programme, respectively.
Basic references	
Recommended reading	

Required resources	The typical resources of a multimedia classroom. The Faculty of Commerce's library collection.
Workload in ECTS credits	0.4

1.7. TIMELINE

BLOCK	ECTS LOAD	PLANNED IMPLEMENTATION PERIOD
Block I. Introduction to the study of consumer behaviour and paradigms of consumer behaviour analysis	1.6	Weeks 1-4
Block II. Macro aspects of consumption behaviour. Players and social processes in purchasing patterns for consumer goods and services.	2	Weeks 4-9
Block III. Micro aspects of consumption behaviour. Psychosocial factors that condition the purchasing and enjoyment of goods and services	1.6	Weeks 10-13
Block IV. Social change and transformations of consumer society.	0.4	Week 14
Block IV. Innovation, modification and change in consumption behaviour. Critical analysis of consumption behaviour	0.4	Week 15

	Student contact hours					Student independent study time						Total by topic
	Timeline	Theory class	Practical class	Assessment	Tutorial	Total contact hours	Independent work on theory contents	Independent work on practical contents	Activities	Exam preparation	Total independent study	
Topic 1: Behaviour and consumption behaviour. Types of consumer behaviour	Week 1	2 hrs	1.75 hrs	0.25 hrs		4 hrs	1 hr	1.3 hrs	2 hrs	1.4 hrs	5.7 hrs	9.7 hrs
Topic 2: Sciences and consumer sciences. Consumption analysis paradigms in the contemporary world.	Week 2 Week 3	4 hrs	3.5 hrs	0.5 hrs		8 hrs	2 hrs	2.7 hrs	4 hrs	2.8 hrs	11.5 hrs	19.5 hrs
Topic 3: Methods and techniques of consumer behaviour analysis	Week 4	2 hrs	1.75 hrs	0.25 hrs		4 hrs	1 hr	1.3 hrs	2 hrs	1.4 hrs	5.7 hrs	9.7 hrs
Topic 4: Culture and consumer culture. Cultural factors as conditioning factors of consumption	Week 5	2 hrs	1.75 hrs	0.25 hrs		4 hrs	1 hr	1.3 hrs	2 hrs	1.4 hrs	5.7 hrs	9.7 hrs
Topic 5: The social construction of taste and consumption decisions	Week 6 Week 7	4 hrs	3.5 hrs	0.5 hrs		8 hrs	2 hrs	2.7 hrs	4 hrs	2.4 hrs	11.1 hrs	19.1 hrs
Topic 6: Social classes and reference groups. Equality and inequality in access to consumption. Consumption of positional goods.	Week 8	2 hrs	1.75 hrs	0.25 hrs		4 hrs	1 hr	2.7 hrs	2 hrs	1.4 hrs	7.1 hrs	11.1 hrs
Topic 7: The peer group and the family as players in consumption	Week 9	2 hrs	1.75 hrs	0.25 hrs		4 hrs	1 hr	1.3 hrs	2 hrs	1.4 hrs	5.7 hrs	9.7 hrs
Topic 8: Personality and attitude as conditioning factors of consumption	Week 10 Week 11	4 hrs	3.5 hrs	0.5 hrs		8 hrs	2 hrs	2.7 hrs	4 hrs	2.8 hrs	11.5 hrs	19.5 hrs
Topic 9: Want and need. Perceptions and cognitions	Week 12 Week 13	4 hrs	3.5 hrs	0.5 hrs		8 hrs	2 hrs	2.7 hrs	4 hrs	2.8 hrs	11.5 hrs	19.5 hrs
Topic 10: Stages of consumer society. Forward planning and challenges of consumer behaviour	Week 14	2 hrs	1.75 hrs	0.25 hrs		4 hrs	1 hr	1.3 hrs	2 hrs	1.4 hrs	5.7 hrs	9.7 hrs
Topic 11: Regulatory proposals on appropriate consumption behaviour. Political controversies and dimensions of consumption behaviour.	Week 15	2 hrs	1.75 hrs	0.25 hrs		4 hrs	1 hr	1.3 hrs	2 hrs	1.4 hrs	5.7 hrs	9.7 hrs
Examination				3 hrs		3 hrs						3 hrs
Total activity	15 weeks	30 hrs	26.25 hrs	7.75 hrs		64 hrs	15 hrs	21.3 hrs	30 hrs	20.6 hrs	86.9 hrs	150 hrs

1.8 ASSESSMENT – SUMMARY TABLE

INSTRUMENT/PROCEDURE	WEIGHT IN THE FINAL MARK	COMMENTS
Continuous assessment.	Up to 50%	Continuous assessment will be based on activities done in class and outside of class. The range of activities to be done outside of class will be increased for students who cannot attend taught activities.
Assessment by examination.	At least 50%	Students will take an exam that will complement the continuous assessment activities. The exam may form 100% of the mark in the July examination diet

1.9 REFERENCES

Evans, Martin et al. 2009. *Consumer behaviour*. Wiley.

Schiffman, Leon G. et al. 2010. *Consumer behaviour*. Pearson Prentice Hall.

Schiffman, Leon G. et al. 2012. *Consumer behaviour: a European outlook*. Financial Times Prentice Hall.

Solomon, Michael R. 2013. *Consumer behaviour*. Pearson Education.

Szmigin, Isabelle 2003. *Understanding the consumer*. Sage Publications.