

## **SYLLABUS**

**TITLE:** Consumer Behavior  
**CODE:** GME 202  
**PREREQUISITE:** GME 101  
**CREDITS:** 3 credits | 45 contact hours | 1 term

### **DESCRIPTION**

The course focuses on the study of factors that affect the decision-making process of consumers and entrepreneurs within a market. The demographic, social, economic, psychological, and cultural variables that affect consumer behavior are analyzed. Behavior is understood as purchasing decisions, influence of opinions, frequency and quantity of purchase and loyalty to brands. We consider within the context of analysis the modalities of online purchases (virtual companies) and traditional ones. It emphasizes the analysis of the factors that affect their relationships (consumers-entrepreneurs) to design, plan and implement successful marketing strategies that are aligned with the business plans of organizations.

### **JUSTIFICATION**

The development of a society that works around mobile technology (internet, smartphones, tablets, smartwatches, 5G network) has created a new business model that a decade ago would not have been conceived as “normal”. The Internet of Things (IoT) market has provided the basis for the emergence of thousands of new companies that specialize in details of tastes, preferences, and needs for particular consumers who make their purchasing decisions instantly and virtually. The analysis of the behavior of those who participate in the market must produce in students the need to develop an innovative and creative capacity, fundamental competencies to ensure that organizations can succeed in today's complex and changing economy. For this reason, the marketing professional must have a thorough knowledge of theories related to consumer and business behavior. This will allow them to define their target market and the best strategies to reach them.

## **COMPETENCES**

The course develops the following competences in students:

- **Research and exploration**
- **Communication**

## **OBJECTIVES**

After completion of the course, students will be able to:

1. Discuss basic generalizations related to consumer behavior.
2. Identify and analyze factors that affect consumer behavior and decision-making.
3. Analyze the meaning and influences that guide decisions and behaviors toward phenomena defined by the culture of a particular population.
4. Relate the factors that affect human behavior (individual or collective) to elements of the marketing mix.
5. Apply the concepts studied in the course, as well as the results of research carried out to the design of marketing strategies.
6. Know the modalities of market structures (monopolies, oligopolies, competitive markets) and what they imply for the design of business strategies.
7. Apply M. Porter's Five Forces model for the execution of marketing strategies based on the level of competitiveness of a market.
8. Know the characteristics of the new marketing channels that the internet has and how they can be used to identify consumer profiles and behavior.
9. Know the elements that the marketing strategies that companies use must have to do business on the Internet.
10. Know and use the electronic databases that are available in the Library and the Internet as part of the development of their information search skills.

## **CONTENTS**

- I. Introduction
  - A. Consumer behavior and marketing strategies
  - B. Generalizations about consumer behavior
  - C. Nature of for-profit or not-for-profit enterprises
  - D. Relations of interests among consumers (satisfaction of needs, or social welfare) within a capitalist market system
- II. Factors Impacting Consumer Behavior
  - A. External influences

1. Demographic factors
2. Cultural factors
3. Social, governmental factors
4. Economic factors
5. Influences of the groups
6. Family structure
7. Internet (communication channels)

B. Internal influences

1. Perception
2. Learning
3. Motivation
4. Values
5. Self-perception/personality
6. Lifestyles
7. Psychographic
8. Attitudes
9. Cognitive structure
10. Emotions

III. Consumer Decision-Making Process (Then and Now)

Traditional

- A. Identification of the problem
- B. Search for information
- C. Evaluation of alternatives
- D. Selection of alternatives
- E. Behavior after purchase

ZMOT: (Internet, conversation, stimuli, networks, peers, comments, emotions)

- A. Zero Moment of Truth Model
- B. Paradigm shift: Zero moment of truth
- C. Identification of micro moments

IV. Individual vs. Group Decision-Making Process

- A. Breakdown of the decision-making process
- B. Similarities and differences
- C. Estimation of market size (demand)

- V. Purchase and Disposition of Products and Services
  - A. Product purchase process
  - B. Ways of disposing product
- VI. Market Structures
  - A. Monopolies
  - B. Oligopolies
  - C. Monopolistic competition
  - D. Government intervention (laws, regulations)
  - E. Estimation of supply in the market
- VII. Analysis of Porter's 5 Competitive Forces
  - A. Industry analysis
  - B. Application of Porter's 5 forces model
    - 1. New companies (ease of entry of new competition)
    - 2. Bargaining power of suppliers
    - 3. Customers' bargaining power
    - 4. Development of substitute products
    - 5. Rivalry within the industry
  - C. Supply chain and its effect on the market
    - 1. Main players
    - 2. Vertical or horizontal integration in industries
    - 3. Impact on prices and inventories in the market
- VIII. Analysis and Strategy Development
  - A. Market analysis: consumers & businesses
  - B. Relative position of businesses
  - C. Application of SWOT analysis
  - D. Strategy identification and effectiveness evaluation
  - E. Risk assessment and mitigation measures
  - F. Alignment with the company's business plans and goals

## **METHODOLOGY**

The following strategies from the active learning methodology are recommended:

- Conferences
- Flipped classroom

- Analysis of readings of related topics
- Estimating supply and demand
- Case analysis
- Electronic resources: videos, simulations, ...
- Assigned topic research
- Research paper
- Group work
- Activities coordinated by the student associations and the student council
- Activity on information search skills and available database

## EVALUATION

Partial assignments	30%
Compositions	30%
Oral presentations	10%
Participation	5%
Final project or exam	25%
<b>Total</b>	<hr/> 100%

## LEARNING ASSESSMENT

The institutional assessment rubric is applied to the course's core activity.

## BIBLIOGRAPHY

Arnould, E., Price, L. (2004). *Consumers* (2<sup>nd</sup> ed.). McGraw-Hill.

Ashill, N. (2002). *Strategic marketing management casebook*. McGrawHill, Inc.

Bohlen, B., Carlotti, S., & Mihas, L. (2010). How the recession has changed US consumer behavior. *McKinsey Quarterly*, (1), 17-20.

Court, D., Elzinga, D., Mulder, S., & Vetvik, O. J. Ø. (2009). The consumer decision journey. *McKinsey Quarterly*, (3), 96-107.

Dolan, R. (2002). *Marketing management cases*. McGraw-Hill.

- Fehr, E., & Hoff, K. (2011). Introduction: Tastes, castes, and culture: The influence of society on preferences. *Economic Journal*, 121(556), F396-F412.  
<https://doi.org/10.1111/j.1468-0297.2011.02478.x>
- Hoyer, W., Macinnis, D. (2012). *Consumer Behavior* (6<sup>th</sup> ed.). Houghton Mifflin.
- Manganari, E. E., Siomkos, G. J., Rigopoulou, I. D., & Vrechopoulos, A. P. (2011). Virtual store layout effects on consumer behaviour. *Internet Research*, 21(3), 326-346.  
<https://doi.org/10.1108/10662241111139336>
- Moven, J. C., Minor, M. (2001). *Consumer Behavior: A framework*. Prentice Hall. Inc.
- Mowen, J. C. (2000). *The 3M model of motivation and personality: Theory and empirical applications to consumer behavior*. Kluwer Academic Publishers.
- Neal, C. (2001). *Consumer behavior: Implications for marketing strategy* (5<sup>th</sup> ed.). McGraw-Hill.
- Peter, P., Olson J. (2009). *Consumer behavior* (9<sup>th</sup> ed.). McGraw-Hill.
- Schiffman, L., Kanuk, L. (2010). *Consumer behavior* (10<sup>th</sup> ed.). Prentice Hall, Inc.
- Teo, T.S.H., Yu, Y. (2005). Online buying behavior: A transaction cost economics perspective. *Omega*, 33(5), 451-465.  
<http://go.galegroup.com/ps/i.do?id=GALE%7CA131905810&v=2.1&u=cobimet&it=r&p=AONE&sw=w>
- Tetteh, V. A. (2008). *Consumer behavior*. Research Starters Business (Online Edition).
- Yeoman, I., Durie, A., McMahon-Beattie, U. & Palmer, A. (2005). Capturing the essence of a brand from its history: The case of Scottish tourism marketing. *Journal of*

*Brand Management*, 13(2), 134-147.

<http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=18895987&lang=es&site=ehost-live>

## ELECTRONIC RESOURCES

- Ad Week
- Advances in Consumer Research
- Advancing the Consumer Interest
- <http://biblioteca.sagrado.edu/eResources/bivir.asp>
- Journal of Marketing
- Journal of Personality Assessment
- Journal of Psychology
- Journal of Population Economics
- Journal of Public Economics
- Market Watch
- Marketing Research Today
- U.S. Census Bureau: <http://www.census.gov>

For more information resources related to the course's topics, access the library's webpage <http://biblioteca.sagrado.edu/>

## REASONABLE ACCOMMODATION

For detailed information on the process and required documentation you should visit the corresponding office. To ensure equal conditions, in compliance with the ADA Act (1990) and the Rehabilitation Act (1973), as amended, any student in need of reasonable accommodation or special assistance must complete the process established by the Vice Presidency for Academic Affairs.

## ACADEMIC INTEGRITY

This policy applies to all students enrolled at Universidad del Sagrado Corazón to take courses with or without academic credit. A lack of academic integrity is any act or omission that does not demonstrate the honesty, transparency, and responsibility that should characterize all academic activity. Any student who fails to comply with the

Honesty, Fraud, and Plagiarism Policy is exposed to the following sanctions: receive a grade of zero in the evaluation and / or repetition of the assignment in the seminar, a grade of F (\*) in the seminar, suspension, or expulsion as established in the Academic Integrity Policy effective in November 2022.

All rights reserved | Sagrado | November 2022 | Translated March 2024