

**Course description**

Course	Consumer Behaviour		
Subject	Consumer Behaviour		
Module	Marketing and Communication		
Programme	International Semester in Commerce		
Plan	902	Code	75016
Teaching Period	Second Semester	Type	Compulsory
Cycle	Degree	Level	1º
ECTS Credits	6		
Language of instruction	English		
Responsible Teachers	Siro Bayón Calvo Miguel Varela		
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Tutorial timetable	See Online Campus for details (Campus Virtual UVA)		
Department	Sociology and Social Work		



1. Context/ justification

1.1 Context

The Consumer Behaviour subject is a sociological approach to the variety of individual and collective behaviours related to consumption. The subject provides an explanatory framework and descriptive resources for the behaviours that are part of the purchase, use and enjoyment of goods and services.

The subject provides an analytical and regulatory focus and is clearly orientated towards the analysis of the social and psychosocial mechanisms that explain the behaviour of consumption. In a complementary way, it also provides guidance related to promoting behaviour that are in line with the social needs and values of the society.

The subject explains consumption based on two analytical frameworks: First, at 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. Second, at micro level, describing the phenomena that directly and immediately affect the behaviour of each player at marketplace. The first focus is linked to the different macrosociological theories whereas the second one is connected to a more psycho-sociology approach.

1.2 Relationship with other subjects

The Consumer Behaviour subject is autonomous in terms of contents, and it is strongly inspired in the Spanish version subject *Comportamiento del Consumidor* that is part of the Degree in Commerce. Despite this, it is complementary to the other subjects of the International Semester in Commerce, such as International Trade or Human Resources and Sales Force Management. Moreover, it is also linked to the rest of the subjects that are given by the Sociology area in the Degree in Commerce such as *Urbanismo Comercial* (Commercial Town Planning), or *Comunicación Intercultural* (Intercultural Communication) and *Técnicas de Comunicación* (Negotiation techniques).

1.3 Requirements

The Consumer Behaviour subject does not require previous knowledge from other courses or study programmes.



2. Contribution to skills development

2.1 General skills

G1/G2/G3/G4/G5/G6.

2.2 Specific skills

E16.

3. General aims of the subject

The aim of the subject is to develop skills that make it possible to interpret, predict and intervene in aspects related to the behaviour of consumers. In doing so, the following specific aims are:

- Preparing students to understand and handle concepts related to the description and constraints of consumer behaviour.
- 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.
- Providing knowledge of the general patterns of consumption behaviour and their recent trends.
- Preparing students to carry out actions in order to change consumer behaviour, oriented towards both commercial activity interests as well as principles of a fair, sustainable and equitable society.



5. Contents and Structure

Block 1: Introduction to the study of consumer behaviour

Dedication in ECTS credits:

a. Context

This block provides the basic concepts, methods and fundamental framework of the subject. This block prepares students to apply social research techniques to consumption research.

b. Learning goals

To understand basic concepts and theoretical frameworks regarding consumer behaviour.

c. Contents

Topic 1. Introduction to consumer behaviour as a science: Consumer behaviour – people in the marketplace. Consumer behaviour as a field of study. Key thinkers on consumption. Handicaps of social sciences in the field of consumption.

Topic 2. Methods and techniques of consumer behaviour: Introduction. Methods and techniques. Consumer Culture Theory. Research ethics.

d. Teaching methods

See section 5 for more details.

e. Work plan

Week 1 - 4.

f. Assessment

See section “7. Assessment” for more details.

g. Basic References

See section 8 for more details.

h. Complementary references

See section 8 for more details.

i. Resources

The resources needed for the study and completion of the tasks will be posted on the Online Campus.



Block 2: Macro aspects of consumption behaviour. Players, social processes and contemporary changes of consumption society.

Dedication in ECTS credits:

a. Context

This block provides deep knowledge of social aspects that determine consumption behaviour and patterns. Moreover, this block provides a forward-looking approach by analysing the main changes in consumption and social changes that affect consumer behaviour from a sociological approach.

b. Learning goals

To understand the connection between social dynamics and consumption dynamics.

To be able to make rigorous forecasts of consumption behaviour accordingly to social factors and constraints.

To understand contemporary consumption context and change of social patterns that affects consumption behaviour.

c. Contents

Topic 3. Culture and cultural influences on consumer behaviour. Concept of culture. Components of culture. Myths and rituals. Subcultures of consumption. Cultural change and consumption change.

Topic 4. The social construction of taste. Concept of taste. Why we like the things we like? The cycles of fashion.

d. Teaching methods

See section 5 for more details.

e. Work plan

Week 5 - 10.

f. Assessment

See section "7. Assessment" for more details.

g. Basic References

See section 8 for more details.

h. Complementary references

See section 8 for more details.



i. Resources

The resources needed for the study and completion of the tasks will be posted on the Online Campus.

Block 3: Micro aspects of consumption behaviour. Personality, desire and need at the marketplace

Dedication in ECTS credits:

a. Context

This block provides a micro-sociological and psychosocial approach to consumption behaviour, as can be explained by the immediate conditioning factors that affect consumers and that are present in their immediate behavioural context. Many of these factors are present at a micro-level and are related to psychosocial phenomena.

b. Learning goals

To understand the nature of the interaction between psychosocial factors and consumption behaviour.

To be able to identify and prepare strategies in order to intervene or change these factors.

c. Contents

Topic 5. Personality and attitude as consumption factors. Personality: Concept and theories. Personality and marketing. Lifestyles and consumption. Psychosocial pathologies of consumption. Attitude and consumption.

Topic 6. Desire and need. The social construction of need. Luxury and need. Need and desire. The economy of desire.

d. Teaching methods

See section 5 for more details.

e. Work plan

Week 11 - 14.

f. Assessment

See section "7. Assessment" for more details.

g. Basic References

See section 8 for more details.



h. Complementary references

See section 8 for more details.

i. Resources

The resources needed for the study and completion of the tasks will be posted on the Online Campus.

Block 4: Innovation, modification and change in consumption behaviour and critical analysis of consumption behaviour

Dedication in ECTS credits:

a. Context

The critical approach is one of the pillars of university education, as well as innovation. This block provides information on how to assess consumer behaviour patterns and gives space to critical thinking on consumer society and consumption as a social interaction.

b. Learning goals

To develop critical thinking in the field of consumer behaviour.

To concern about the position of consumption in our society.

To be able to identify and design innovations in consumption behaviour.

c. Contents

Topic 7. The limits of consumption: Innovation and the impact of consumption in society: General principles of behavioural change. Tools for modifying behaviour. Defending consumer interests. Assessing the social impact of consumption.

d. Teaching methods

See section 5 for more details.

e. Work plan

Week 15.

f. Assessment

See section "7. Assessment" for more details.

g. Basic References

See section 8 for more details.

h. Complementary references

See section 8 for more details.

i. Resources

The resources needed for the study and completion of the tasks will be posted on the Online Campus.

Timeline

Block	ECTS Load	Planned period
Block 1	1.6	Weeks 1-4
Block 2	2.4	Weeks 5-10
Block 3	1.6	Weeks 11-14
Block 4	0.4	Week 15

5. Teaching methods and methodological principles

- Lectures on theoretical contents.
- Practical activities based on readings, texts, videos, databases, among others.
- Individual work and teamwork, with oral presentations by the students.

The teaching methods will be bimodal, consisting of a combination of face-to-face and online teaching. In each group, the teacher in charge will determine and communicate through the Virtual Campus the formats to be used for teaching, among which the following may be chosen

- Face-to-face classes: students and teacher present in the classroom.
- Synchronous streaming by videoconference: The class is streamed through a videoconferencing platform, with students and teacher outside the classroom.
- Asynchronous online streaming. The teacher arranges the materials (recording of classes, provision of readings, practical exercises, etc.), which students can access consequently, without the need to connect in real-time.
- Teaching carried out partially through videoconference: Mixed model. The teacher and a rotating group of students would be present in the classroom, and another rotating group would follow it through videoconference.

The teaching methods described can be applied based on the spaces and number of people in each group. In any case, strict compliance with the minimum interpersonal distances and security measures provided in the document "Recommendations of the Ministry of Universities to the university community to adapt the university course 2020-2021 to an adapted presence", of 10 June 2020, will always be ensured.

6. Dedication

Presential or remote presential activities*	Hours	Non-presential activities	Hours
Theoretical classes	22,5	Independent study of theoretical contents	35
Practical classes	22,5	Independent work on practical contents	35
		Preparation of work, reports, essays, etc.	35
Total	45	Total	105

* Classes may be taught by any of the methods described on "5. Teaching methods and methodological principles". In each group, the teacher in charge will determine and communicate through the Virtual Campus the formats to be used for teaching, depending on the size of the classroom and the group, and always ensuring that the safety regulations are maintained.

7. Assessment

7.1. Ordinary call (normal period of examination)

The assessment of the subject in the ordinary call is based on continuous assessment (100% of the mark) about activities done throughout the academic course. The teacher may include participation activities, practical activities, readings, or exams as part of the continuous assessment. It is necessary to obtain 5 point out of 10 in the final mark to pass the subject.

Type	Weight in final mark	Description
Continuous assessment	100%	Assessment of activities, participation, exams, etc.



7.2. Extraordinary call

The extraordinary call is available for those students who do not pass the ordinary call of the subject.

The extraordinary call is only available for those students who do not pass the ordinary call of the subject. The extraordinary call will consist on either an exam or some specific tasks in order to compensate the mark obtained in ordinary call.

8. References

Ares, G. and Varela, P. (2018). *Methods in Consumer Research, Volume 1: New Approaches to Classic Methods*. Duxford: Woodhead Publishing and Elsevier.

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- Solomon, M., Bamossy, G., Askegaard, S., and Hogg, M.K. (2016). *Consumer Behaviour. A European perspective*. Sixth edition. Harlow: Pearson Prentice Hall.
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- Warde, A. (2017). *Consumption: A Sociological approach*. London: Palgrave Macmillan.
- Wherry, F.F. and Woodward, I. (2018). *The Oxford Handbook of Consumption*. Oxford: Oxford University Press.



Addendum

In case that authorities determine exclusively the online teaching method, this addendum specifies the main changes to be made.

The blocks, contents, methods and evaluation will be identical, with the exception that all the activity will be carried out in a non-presential way.

The main communication mechanism with the students will be the Virtual Campus and the official e-mail, and individual and/or group tutorials may be established at the request of the students (see contact data information).

6. Dedication

Presential or remote presential activities	Hours	Non-presential activities	Hours
		Theoretical classes	22,5
		Practical classes	22,5
		Independent study of theoretical contents	35
		Independent work on practical contents	35
		Preparation of work, reports,	35
Total	0	Total	150