



**FACULTY OF COMMERCE & TOURISM  
UNIVERSITY COMPLUTENSE  
OF MADRID**

**COURSE SYLLABUS**

<b>BACHELOR IN TOURISM</b>			
<b>Department:</b> Business Organization and Marketing			
<b>Course:</b> Consumer Behaviour		<b>Code:</b> 800037	<b>Character:</b> Optional
<b>Level:</b> Undergraduate	<b>Course:</b> 3th- 4th	<b>Semester:</b> 2º	<b>Credits ECTS:</b> 6
<b>Coordinator</b> Gema Martínez Navarro <a href="mailto:mgmart01@ucm.es">mgmart01@ucm.es</a>			
<b>Objetives:</b> <ul style="list-style-type: none"><li>- To go deep into the behavior of consumers of products and services and understand their purchase decisions in a way that a business can adapt to such behavior and stimulate the buying act and use of products and services of any type or category, which will satisfy the needs and desires of consumers and users at the same time that they improve the sales results and profit of the company. At the same time students will go through the principles and technics of segmentation and positioning in the market.</li><li>- To comprehend the important elements that influence the consumer behavior to be able to adapt to their needs and identify the positioning in specific market segments.</li></ul>			

**Capabilities:****General capabilities**

CG2 – Develop abilities of communication, interpersonal cooperation and team work with the purpose of being efficient with all the agents that act in the commercial function.

CG4 – Comprehend and apply the mechanisms and technics for planning, information analysis, negotiation, simulation, decision and control in the commercial relation as base for the commercial strategy of the Company.

CG5 – Develop conceptual and operational capacities in future commercial managers and executives.

CG6 – Being able to behave with a responsible attitude towards markets and consumers with the purpose of applying the learnt strategies and technics with due care with the regulations and professional ethics, respect for the market and society as a whole.

CG7 – Learn to learn, as examples of knowing how, when, where... new personal developments are necessary (for instance, rhetoric, presentations, team work of personal management).

**Specific capabilities**

CE9 – Being self-confident with the philosophy of marketing and its fundamental principles so as to be able to apply different marketing technics and tools, such as market research aimed at getting to know better the behavior of consumers in a try to satisfy their desires and needs in a responsible and sustainable manner for the Company.

**Pre-requirements:**

None

## **Contents:**

### **1° PART: INTRODUCTION AND FUNDAMENTALS.**

#### **1: The study of consumer behavior.**

- 1.1 Concept, classification and importance of consumer behaviour.
- 1.2 The evolution of consumer behaviour.
- 1.3 Different approaches to consumer behaviour.

#### **2: The buying decision process.**

- 2.1 Purchasing behavior models.
- 2.2 Purchasing decision process.

### **2° PART: INTERNAL VARIABLES IN CONSUMER BEHAVIOR.**

#### **3: Lack, need and motivation.**

- 3.1 Nature and function of motives.
- 3.2 Classification of motives (drivers).
- 3.3 Activation of motives.
- 3.4 Structure of motives.

#### **4: Perception.**

- 4.1 Concept, principles and characteristics of perception.
- 4.2 Social perception and inter-personal perception.
- 4.3 Perceptual coding.
- 4.4 Measure of perception.

#### **5: Attitudes.**

- 5.1 Definition of attitude.
- 5.2 Characteristics of attitudes.
- 5.3 Functions of attitudes.
- 5.4 Models of attitudes.
- 5.5 Change of attitude.

#### **6: Emotions**

- 6.1. Concept and definition of emotion.
- 6.2. Psycho-physiology of emotions.
- 6.3. Subjective measure and physiological measure of emotions.
- 6.4. Emotion and behavior.
- 6.5. Influence of emotions in consumer behavior. Neuro-marketing.

#### **7: Learning.**

- 7.1 Concept, types and elements of learning.
- 7.2 Classification of learning.
- 7.3 The influence of learning in the consumer.

#### **8: Personality.**

- 8.1 The concept of personality.
- 8.2 Theories of personality.
- 8.3 The effects of personality on consumer behavior.

### **3 PART: EXTERNAL VARIABLES IN CONSUMER BEHAVIOUR.**

#### **9: Family.**

- 9.1 Concept and functions of the family.
- 9.2 The influence of the family on individuals and the family decision process.
- 9.3 Models of family decision making.

**10: Reference groups.**

- 10.1 The concept, classification and characteristics of groups.
- 10.2 Reference groups: concept.
- 10.3 Nature of reference groups.
- 10.4 Influence of reference groups.
- 10.5 Group leadership and diffusion of innovation.

**11: Social classes.**

- 11.1 The nature of social classes.
- 11.2 Measure and classification of social classes.
- 11.3 The influence of social classes in market segmentation and consumer behavior.

**12: Culture.**

- 12.1 Concept of culture.
- 12.2 Characteristics of culture.
- 12.3 The influence of culture in the definition of a marketing strategy.
- 12.4 The concept of sub-culture and its relevance.
- 12.5. Fashions and social trends.
- 12.6. Mass media.

**13: Demographic and economic aspects.**

- 13.1 Demographic aspects.
- 13.2 Consumers segmentation.
- 13.3 Economic aspects.

**Basic Bibliography**

- RIVERA CAMINO, J., ARELLANO, R., y MOLERO, V, (2013), Conducta del Consumidor y Estrategias de Marketing, (3ª Edición) ESIC-España.
- RIVAS A, GRANDE, I. (2004) Comportamiento del consumidor. ESIC.
- SALOMON, M.R. Consumer Behaviour. (2013) Pearson.

**Bibliography of the cases:**

- LOUDON, D.L.; DELLA BITTA, A.J. (1995): Comportamiento del consumidor. Conceptos y aplicaciones, McGraw-Hill Interamericana, México, pp. 376-377; p. 345; y pp. 733-777.
- RUIZ DE MAYA, S, ALONSO RIVAS J.(2001). Experiencias y casos de comportamiento del consumidor. ESIC.
- RUIZ DE MAYA S, GRANDE I (2006). Comportamientos de compra del consumidor: 29 casos reales. ESIC.

**Supplementary bibliography:**

- BERKMAN, H.; GILSON, C. (1986): Consumer Behavior. Concepts and Strategies, Pws-kent Publishing Company, United States of America.
- ENGEL, J.; BLACKWELL, R.; MINIARD, P. (1990): Consumer Behavior, The Dryden Press, United States of America.
- HOWARD, J. (1989): Consumer Behavior in Marketing Strategy, Prentice-Hall International, United States of America.

**Teaching activities (crédits - ECTS)**

Classes: 2.5

Guided activities: 0.5

Individual works: 1.5

Group activities (team work): 1

Other activities: 0.5

**Assessment criteria:**

- Oral or written exams: 60%.
- Presentations: 20%.
- Projects and reports: 15%.
- Proactive participation in class: 5%.

**Language:** Spanish and English

**Further information:****Assessment criteria:**

- The evaluation system of the subject will be the same in all the calls, including the extraordinary one. In the case of failing in the ordinary call, the grades obtained during the development of the continuous evaluation will remain in force in the September call.
- If a student did not take the exam in a regular call, but did perform continuous assessment practices, the final grade should include the score obtained in those practices weighted by their weight in the final grade, and can't be considered as NOT PRESENTED.
- If a student does not take the final exam in the extraordinary call of September set by the Academic' Secretariat it will be considered as NOT PRESENTED in this call, regardless the evaluation has been continuous. If the student did this exam, the grade will be obtained from applying the percentages established in the teaching guide of the subject.

**Exam:**

- A final exam is mandatory. It must be individual and in written format.
- The final exam will be held exclusively on the date of the official call established by the Dean of the Faculty of Commerce and Tourism.
- The exam may consist of a 30-40 questions test; development questions (timing of a 1.30h. aprox) or a combination of both.
- To pass the subject the grade obtained in the final exam must be equal to or higher than 5.0.

**Continuous evaluation:**

- The practices that are done during the class, only score the attending students on the precisely day that are taken.
- In general, a minimum percentage of assistance is not established to be able to follow the continuous evaluation system. However, the professor may require a certain percentage of assistance to perform relevant teamwork
- The works proposed to perform in team, can only be delivered in this way (not individually).
- Assessment activities or teamwork can't be delivered out of the established schedule.

**Assistance:**

- Professor will inform to the students in the first days of class about the Control system for attendance.

**Others:**

- Incorrect behavior in class and the inaccurate use of mobile phones will affect to the final grading.
- Group changes are not allowed except those managed through the Students' Secretariat.