

KU Building Blocks of Marketing: Consumer Behavior (MA) | 2023W

Course# 040 087-2 (in English!)

Course Information

4.00 ECTS (2.00 SWS) | attendance mandatory | format: in class & online | language: English*
SPL 4 - Wirtschaftswissenschaften | max. enrollment: 50 students

Lecturer: [ao. Univ.-Prof. Mag. Dr. Katharina J. Auer-Zotlöterer](#)

Contact: daria.vedeneeva@univie.ac.at

Target Audience

This course is specifically designed for students in the Master's degree program in Business Administration (MA Betriebswirtschaft) who have chosen "Marketing & International Marketing" as their major or minor, as well as for students in the Master's degree program in International Business (MA Internationale Betriebswirtschaft) who have chosen "Marketing & International Marketing" in their specialization phase. This course is also open to students from other disciplines and visiting students who are seeking a specialization in marketing and meet the academic requirements.

Course Goals & Content

How do consumers think, feel and (re)act when addressed as potential buyers? Which theoretical concepts from psychology, sociology, and various other fields (communication research, culture studies, neuro-science or data sciences etc.) can help marketers to understand consumer decision-making and buying behavior? And: How can marketers use this knowledge to optimize their marketing approach? After finishing this course, you will be able to (a) respond to these questions comprehensively, and (b) apply your knowledge to specific marketing contexts. You will know different types of consumer purchase decisions and explain the stages of the respective decision-making process. You will know about the various factors influencing consumer buying decisions. Essentially, this course will provide you with the fundamental concepts and scientific models describing consumer behavior. It covers psychological processes, social determinants, cues in the physical environment as well as media communication and influences. The knowledge acquired will help you in developing adequate solutions for product and store design, as well as for various types of communication.

Course Structure

Classes are scheduled weekly. The course comprises two parts: In the first part, we will work on the fundamental theoretical concepts and foundations of consumer behavior. In the second part, you will apply these concepts to marketing-relevant contexts. You will work in groups of 3 or 4 participants. These groups will be determined by the course instructor at the beginning of the course and remain unchanged throughout the course. Lecture units (EH 1-4; 6-11) will be digitally recorded and, subsequently, will be available for exam preparation. Exam and Poster Presentations will take place in class.

Hinweis: Dieser Kurs kann alternativ auch in deutscher Sprache belegt werden!

Schedule

Weekly classes. [Tuesdays, 11:30-13:00](#) in Lecture room (Hörsaal) 12 and - selected sessions - online.

Session		Topic	Format / Location	Literature
1	Oct 3 rd , 2023	Course Coordination Course Aims, Content & Structure. Requirements, Assessment & Grading. Information on Case Study Assignments. Group Formation & Schedule. Introduction Consumers' Buying Behavior & it's various (external vs. internal) Determinants. Applying Insights from Consumer Research+related fields to Marketing Practice.	HS 12	Chapter 1 Articles 1a+1b, 2
2	Oct 10 th	Foundations of Consumer Behavior: Consumers' Decision Making Needs: What it begins with. Customer Journey. Customer Experience. Touch-points. Types of Purchase Decisions. Personality. Involvement. Situation.	HS 12	Chapters 9+10; 5+7 Article 3
3	17 th		HS 12	
4	Oct 24 th	Cognitive (internal) Processes: From Cue to Information Processing Perception. Interpretation & Choice (Evaluation). Storing. Retrieving. Erasing. (Learning & Forgetting)	HS 12	Chapters 3+4 Article 4
5	Oct 31 st	Working individually (<i>no class!</i>) Study Literature & Work on Cases in Groups	-	Book Ch. + Articles
6	Nov 7 th	Attitudes (vs. Decisions). Attitude Dimensions & their Implications for Marketing. Persuasive Communication: (Dual) Information Processing Models	HS 12	Chapters 5+8 Article 5
7	Nov 14 th	Sensory cues: Effects & Marketing Application Arousal. Information. Experiential Marketing. (information rate)	HS 12	Chapter 3
8	Nov 21 st	Affektive (internal) Processes Emotions. (Needs.) Motives (vs. Motivation). Motivational (vs. Cognitive) Conflicts	HS 12	Chapters 5+10 Article 8
9	Nov 28 th	Psycho-social (internal) Processes Self, Identity (vs. Personality). Values & Lifestyle.	HS 12	Chapters 6+7
10	Dec 5 th	Consumers' Interactions with others in the (external) socio-cultural environment Social Identity Theory. Reference groups. Opinion Leaders (vs. Influencer) Lifestyle *** Status Signaling *** Stereotypes. Group Decisions (Family, B2B). Roles & Inter-personal Conflicts.	HS 12	Chapters 7, 11+12
11	Dec 12 th , 2023	Consumer Behavior in the (external) sozio-cultural Setting Culture, Vlaues & Socialization. Family, Peers & other Socialization Agents. Generations & Life stages as Basis for Market Segmentation & Targeting. Global Consumer Cultures. Myths, Rituals, Ceremonies & Sacred Consumption. Buying, Having and Being: How Culture & Consumption impact each other.	HS 12	Chapters 13+14 Articles 11a-11d
Winter break / Christmas holidays				
12	Jan 9 th , 2024	Exam (1) Open-book, in-class (digital Format! <i>Notebook needed!</i>)	Online in class HS 12	Text-book Chapters & Articles
13	Jan 16 th	Poster – Group Presentation (2)	HS 12	
14	Jan 23 rd		HS 12	
15	Jan 30 th , 2024	Case Study-Report (3) (upload via Moodle)	online	

Please, kindly prepare the indicated literature for each of the sessions **IN ADVANCE**.

Assessment & Grading

You will have to complete three partial contributions. As first partial contribution (PC-1), you will individually pass an **open-book exam** (digital, in class = on-site, on your notebook). Subsequently, you will deepen the acquired theoretical knowledge by applying the various concepts to real-life marketing problems. You will **analyze the selected cases in your group and create a poster to be presented "in-class"** and discussed with the other groups (partial contribution 2 | PC-2). Finally, each group will write a **final report on its case study** (partial contribution 3 | PC-3).

Minimum requirement: Attendance, active participation in class discussions and group work (such as poster preparation and presentation as well as the case study-report).

Overall performance includes the following partial contributions:

(Partial Contribution PC-1) In Class-Open Book Exam	(45%)
(Partial Contribution PC-2) Course Participation & Poster Presentation	(25%)
(Partial Contribution PC-3) Case Study-Group Report	(30%)

The assessment of the overall performance of the participants is

1- Very good	≥ 87,5%
2- Good	≥ 75 %
3- Satisfactory	≥ 62,5%
4- Sufficient	≥ 50 %
5- Failed	< 50%

Registration (De-registration)

<https://ufind.univie.ac.at/>

Literature

Textbook: Solomon, Michael R. (2020): **Consumer Behavior. Buying. Having. & Being.** 13th (Global) Edition, Pearson.

Note: Chapter 2 is not required for the exam; it's content is covered in the course on **Responsible Marketing 1**. All other chapters are relevant for the exam and to be prepared in advance according to the schedule overview.

Additional Journal Articles.*

Chapter 1:

- (1a) Macinnis, Deborah J. & Folkes, Valerie S. (2010): **The Disciplinary Status of Consumer Behavior: A Sociology of Science Perspective on Key Controversies.** *Journal of Consumer Research* 36(April):899-914.
- (1b) Dad, Aasim Munir; Davies, Barry & Rehman, Asma Abdul (2016): **3D Servicescape Model: Atmospheric Qualities of Virtual Reality Retailing.** *International Journal of Advanced computer Sciences and Applications* 7 (2), 25-38.

Chapter 2.

- (2) Lemon Katherine N. & Verhoef, Peter C. (2016): **Understanding Customer Experience Through the Customer Journey.** *Journal of Marketing* 80 (Nov): 69-96.

Chapter 3.

- (3) Schmitt, Bernd; Brakus, J. Joško & Zarantonello Lia (2015): **From experiential psychology to consumer experience.** *Journal of Consumer Psychology* 25 (1): 166-171.

Chapter 4.

- (4) Parasuraman, A.; Zeithaml, Valerie A. & Berry, Leonard L. (1985): **A Conceptual Model of Service Quality and Its Implications for Future Research.** *Journal of Marketing* 49 (4): 41-50.

Chapter 5.

- (5) Petty, Richard & Cacioppo, John T. (1986): **The Elaboration Likelihood Model of Persuasion.** *Advances in Experimental Social Psychology* 19 (Dec): 123-168 (Hinweis: bitte lesen Sie aus diesem – sehr umfangreichen und detaillierten Artikel – jedenfalls Seiten 124-127 (bis vor II. Postulate 1)).

Chapter 8.

- (8) Reynolds, Thomas J. & Gutman, Jonathan (1988): **Laddering Theory, Method, Analysis, and Interpretation.** *Journal of Advertising Research* (Feb/March): 11-31.

Chapter 11.

- (11a) Thomas, Mary Rani, MP, Madiya & Shivani (2020): **Customer Profiling of Alpha: The Next Generation Marketing.** *Ushus-Journal of Business Management* 19 (1): 75-86.
- (11b) Thomas, Mary Rani & George, Ginu (2021): **Segmenting, Targeting, and Positioning (STP) of Generational Cohorts Y, Z and Alpha.** *Indian IMS Journal of Managements Science* 12 (2): 115-129.
- (11c) Moschis, George P. (2021): **The life course paradigm and consumer behavior: Research frontiers and future directions.** *Psychology & Marketing* 38: 2034-2050.
- (11d) Bauer, Martina & Auer-Srnka, Katharina J. (2012): **The life cycle concept in marketing research.** *Journal of Historical Research in Marketing* 4 (1): 68-96.

* Note: Journal articles are available in Moodle for this course.