

KU Building Blocks of Marketing: Consumer Behavior (MA) | 2024S

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

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

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 on a weekly basis. The course is structured in two parts: In class, we will explore fundamental theoretical concepts and foundations of consumer behavior (sessions 1-10). In groups, you will apply these concepts to specific marketing contexts. Group composition, consisting of 3 or 4 participants, will be determined by the instructor at the beginning of the semester and will remain unchanged throughout the duration of the course. Exam and poster presentations will be conducted in class. The final group report is to be submitted digitally through Moodle upload.

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

Assessment & Grading

Three partial contributions are required for this course. In the initial contribution (PC-1), you will independently undergo an open-book exam (digital, conducted in class, on-site, using your personal notebook). Following this, you will further enhance your theoretical understanding by applying various concepts to real-life marketing challenges. In your group, you will analyze selected cases and develop a poster for presentation and discussion with other groups (partial contribution 2 | PC-2). Lastly, each group will compile a final report on their respective case study (partial contribution 3 | PC-3).

Essential criteria include **regular attendance**, **active engagement** in class, and **collaborative involvement** in group activities (poster preparation and discussion, creation of the case study report).

For partial contributions 2 and 3, the use of generative artificial intelligence tools (such as chatGPT or AI for image creation, etc.) is permitted. Declaration of the tool used is required, if applicable.

Note: You bear complete responsibility for the accuracy of the submitted content and for full compliance with all legal requirements (including Copyright, etc.) when utilizing AI tools.

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/>

Schedule

Weekly classes. Tuesdays, 11:30 am – 1 pm. **Lecture hall 8** | Note: **Specific sessions*** in other room or online.

Session		Topic	Place	Literature
1	05.03. 2024	Course Information 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 8	Chapter 1 <i>Articles 1, 2+3</i>
2	19.03.	Foundations of Consumer Behavior: <i>Purchase Decisions as a Process</i> Need fulfillment Customer Journey. Customer Experience. Touchpoints. <i>Consumers as Deciders & Buyers:</i> Types of Purchase Decisions Personality. Involvement. Situation.	HS 8	Chapter 9 + p. 180-188 + p. 245-249 + p. 371-374 + p. 388-391 Article 4
Easter holidays (lecture free)				
3	09.04.	Cognitive (internal) Processes: From Cue to Information Processing Perception. Interpretation & Choice (Evaluation). Storing. Retrieving. Erasing. (Learning & Forgetting)	HS 8	Chapter 3: p. 98-110 Chapter 4
4	16.04.	Attitudes (vs. Decisions). Attitude Dimensions & their Implications for Marketing. Initiating internal Processes: Persuasive Marketing Communication (Dual) Information Processing Models	HS 8	Chapter 8 Article 5
5	23.04.	Initiating internal Processes: Sensory Cues Effects & Marketing Application: Understanding and composing sensory cues: Arousal. Information. Experiential Marketing. (information rate)	HS 8	Chapter 3: p. 88-98 p. 110-117 Article 6
6	30.04.	Affective (internal) Processes Emotions. (Needs.) Motives (vs. Motivation). Motivational (vs. Cognitive) Conflicts	HS 8	Chapter 5 Chapter 10: p. 378-387 Article 7
7	07.05.	Psycho-social (internal/external) Processes Self, Identity (vs. Personality). Values & Lifestyle.	HS 8	Chapters 6+7
8	14.05.	Consumers' Interactions with others in the (internal/external) Social Environment Social Identity Theory. Reference groups. Opinion Leaders (vs. Influencer) Lifestyle *** Status Signaling *** Stereotypes. Group Decisions (Family, B2B). Roles & Inter-personal Conflicts.	HS 8	Chapters 11+12
9	21.05.	Group meet & work independently No on-site lecture sessions in the lecture hall		<i>Case</i>
10	28.05.	Consumer Behavior within the (external) Socio-cultural Setting Culture, Values & 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 14	Chapters 13+14 <i>Articles 8a+b 10a+b</i>
11	04.06.	Exam (1) Open-book, in-class digital Format. Notebook required!	*online in class HS8+HS15	Textbook Chapters & Articles 1-7 + 9
12	11.06.	Poster – Group Presentation (2)	HS 8	
13	18.06.		HS 8	
14	25.06.	Case Study-Report (3) (upload via Moodle)	online	

Literature

Textbook:

Solomon, Michael R. (2019): **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.

Journal Articles.*

- (1) 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.
- (2) 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.
- (3) Schmitt, Bernd; Brakus, J. Joško & Zarantonello Lia (2015): **From experiential psychology to consumer experience.** *Journal of Consumer Psychology* 25 (1): 166-171.
- (4) Lemon, Katherine N. & Verhoef, Peter C. (2016): **Understanding Customer Experience Through the Customer Journey.** *Journal of Marketing* 80 (Nov): 69-96.
- (5) Petty, Richard & Cacioppo, John T. (1986): **The Elaboration Likelihood Model of Persuasion.** *Advances in Experimental Social Psychology* 19 (Dec): 123-168 (→ read pages 124-127; stop reading at: II.Postulate 1).
- (6) 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.
- (7) Reynolds, Thomas J. & Gutman, Jonathan (1988): **Laddering Theory, Method, Analysis, and Interpretation.** *Journal of Advertising Research* (Feb/March): 11-31.
 - (7a) Reynolds, Thomas J. & Phillips Joan M. (2008): **A Review and Comparative Analysis of Laddering Research Methods.** in: Malhotra, N. K. (Eds): *Review of Marketing Research* 5, Emerald, 130-174.
 - (7b) Phillips Joan M. (2009): **A hard look at hard laddering A comparison of studies examining the hierarchical structure of means-end theory.** *Qualitative Market Research: An International Journal* 12 (1): 83-99.
 - (7c) Gruber, Thorsten, Voss, Rödiger, Balderjahn & Reppel, Alexander (2009): **Online Laddering.** in: Buber, Renate & Holzmüller, H. H. (Hrsg.): *Qualitative Marktforschung*, 2. Auflage, Vahlen: 569-581.
 - (7d) Laddering Applying Software: LadderUX (Website Information): <https://ladderux.org/>
- (8a) 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.
- (8b) Thomas, Mary Rani, MP, Madiya & Shivani (2020): **Customer Profiling of Alpha: The Next Generation Marketing.** *Ushus-Journal of Business Management* 19 (1): 75-86.
- (9a) Bauer, Martina & Auer-Srnka, Katharina J. (2012): **The life cycle concept in marketing research.** *Journal of Historical Research in Marketing* 4 (1): 68-96.
- (9b) Moschis, George P. (2021): **The life course paradigm and consumer behavior: Research frontiers and future directions.** *Psychology & Marketing* 38: 2034-2050.
- (10a) Lee, Jeffery K. & De Fortuny, Enrice Junqué (2022): **Influencer-Generated Reference Groups.** *Journal of Consumer Research* 49: 25-45.
- (10b) Shavitt, Sharon & Cho, Hyewon (2016): **Culture and consumer behavior: The role of horizontal and vertical cultural factors.** *Current Opinion in Psychology* 8: 149 -154.

* **Note:** Journal articles are available in Moodle for this course.
Kindly prepare the literature (at least: **textbook chapters + articles in blue print!**) for each of the sessions **in advance!**