



INTERNATIONAL
HELLENIC
UNIVERSITY

DEPARTMENT OF
BUSINESS ADMINISTRATION

Serres Campus
Terma Magnesias, 62124, Serres - Greece

COURSE DESCRIPTION

CONSUMER BEHAVIOUR

Semester: 3th

Lectures: 3 hours per week

ECTS: 5

Course objective:

The lesson introduces and exposes students to the strategic implications of the psychological and social effects that the consumer receives during the decision-making process.

Includes topics on decision making, information processing, perceptions, product brand attachment, product mixing, measuring and changing attitudes, interpersonal influences on consumer behavior, consumer behavior patterns and applications in market segmentation, placement and marketing. product placement.

Finally, the aim of the course is to create a theoretical outline of consumer behavior and to understand the consumer through applications of the theoretical background that governs it.

Learning outcomes:

Upon completion of the course, students should be able to:

- Recognize both the general object and the methods of consumer behavior.
- Identify theoretical concepts related to consumer psychology.
- Specify market segmentation criteria.
- Explain and analyze the process of consumer perception and learning.
- Measure the impact of searching and evaluating available options in setting preferences.

- Examine decision making models and identify differences in the purchasing process based on different consumer models.
- Understand the ways in which marketing strategies influence consumer behavior.

Course content:

- Basic concepts of consumer behavior
- Consumer perception and learning
- Consumer attitudes
- Cultural, social, demographic factors and consumer behavior
- Personality, values, self-image and lifestyle
- Purchasing decision making process • Link consumer behavior with marketing.
- Consumer market segmentation theory and methods
- Analysis of discrete choices in consumer behavior
- Post-purchase behavior • Innovation and consumer behavior
- Consumer satisfaction indicators
- Psychology and consumer behavior

Exam methods:

- Assignment (development of online store)
- Case study analysis