

ADE 308 CONSUMER BEHAVIOR

Credits: 3

OVERVIEW

The strategic field of consumer behavior has its origins in three business orientations which are philosophically different, which includes a very important business trend known as the marketing concept.

The first orientation is called the production orientation that extends roughly from the 1850s until the late 1920s. As the term indicates, the focus during this period was focused on improving manufacturing skills, to expand production and develop more products.

The second business orientation is a sales orientation, which lasted roughly from the 1930s until the mid 1950s, the focus of this business trend was to sell more than the manufacturing department was able to produce.

The third orientation starts in the 1950s when companies gradually started to change from a sales orientation to adopt a marketing orientation. The main cause of the new marketing orientation was the realization that it was more important to focus on consumers and their preferences in business planning.

Thus the marketing concept relates to what consumers want, not what the company finds it easier or less expensive to produce.

Shiffman-Kanuk: Human needs (consumer needs) are the foundation of all modern marketing. The needs are the essence of the marketing concept. The key to survival, profitability and growth of a company in a highly competitive market is its ability to identify unmet consumer needs better and faster than the competition.

DESCRIPTION

What is it?	Consumer behavior is to understand the behavior that consumers display in seeking, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs.
What needs does it address?	Understanding the relationship between consumer behavior and the marketing concept, the concept of social marketing and segmentation, research target market and positioning.
What does it pursue?	It focuses on how consumers and families or households make decisions to spend their available resources (time, money, effort) on consumption related items.
What relationships exist?	It has to do with psychology (study of the individual), sociology (study groups), social psychology (study of how the individual develops in groups), anthropology (the influence of

	society on the individual), the economy (studies how to maximize benefits).
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OBJECTIVES

- To conceptualize general aspects of the different types of consumers, using the theories of consumer behavior.
- To understand the process of consumer decision-making
- To understanding the influence of culture on consumer behavior

CONTENTS

UNIT	1	
Knowledge	Skills	Values
Definition, concept and importance of the study of consumer behavior. Marketing concept.	Understanding the relationship between consumer behavior and the marketing concept.	Sharing of knowledge and experiences.
Segmentation of target markets and positioning.	Understanding the relationship between consumer behavior and value, satisfaction, trust and customer retention.	
Value satisfaction, trust and customer retention.		
The impact of new technologies on marketing strategies.	Understand how new technologies allow marketers to better meet the needs and desires of consumers.	
Consumer behavior in a world of economic instability.		
ASSIGNMENT		
<ul style="list-style-type: none"> - Why do we study Consumer Behavior? Importance in daily life. - Explain the relationship between consumer behavior and the marketing concept. - You are the marketing manager of the online banking division of Citibank. How would you apply the concepts of providing value, customer satisfaction and customer retention in the design and effective marketing of online banking? 		

UNIT	2	
Learn the process of consumer decision making		
Knowledge	Skills	Values
<ul style="list-style-type: none">- What is consumer decision- Levels of consumer decision making- Extensive problem resolution- Limited problem resolution- Routine response behavior- Consumer model: Four	<ul style="list-style-type: none">Understand that it is the decision of the consumer.Understand the three levels of consumer decision making.Understand the four views of consumer decision making.Understand in detail the model of consumer decision	Sharing of knowledge and experiences.

views of consumer decision making - Economic Point Of View - Passive POV - Cognitive POV - Emotional POV - A model of consumer decision making - Inputs or input data - Process - Recognize needs - Pre-purchase search - Alternative Assessment - Outcome data from the Output	making.	
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ASSIGNMENT

- What is consumer behavior. Levels of consumer decision making. Different points of view in the making of decisions by the consumer.
- Define extensive problem resolution, limited resolution of problems, and routine behavior of the resolutions.
- List the colleges that you considered when you were deciding which one to attend and the criteria you used to evaluate them. Describe how the information acquired from different universities along with the various attributes that were important to you and how you made your decision.

UNIT	3	
Understand the influence of culture on consumer behavior		
Knowledge	Skills	Values
<ul style="list-style-type: none">- That is the culture- The invisible hand of culture- Culture satisfies needs- The culture of learning- As you learn the culture- Culture is dynamic- Measuring the culture- Towards a consumer culture	<p>Understands what culture is and how it influences consumer behavior.</p> <p>Understand how culture acts as a guiding hand for attitudes, values, and behavior related to consumption.</p>	<p>Sharing of knowledge and experiences.</p>
ASSIGNMENT		
<ul style="list-style-type: none">- What is: Culture, trends, fashion, and how these aspects influence consumer behavior Ecuador.- McDonald's in Bolivia, why did it fail, and relate the affect that customs and culture had in the success or failure of an organization.- Summarize an episode of a TV series you have seen recently. Describe how the program transmitted beliefs, values and cultural customs.		

ASSESSMENT

Assignments: 60%
Final Project: 40%

REFERENCES

AUTHOR	TITLE	YEAR
Leon G. Shiffman – Leslie Lazar Kanuk	Comportamiento del consumidor	2010
Solomon, Michael	Comportamiento del consumidor	1997
Kotler, Philip	Dirección de Marketing	2001