

COURSE TITLE		Consumer behaviour				
Course code	STT041	Year of study	3.			
Lecturer(s)	Mario Dadić, lecturer	ECTS (Number of credits allocated)	4			
Associates		Total lesson hours per semester	Lecture	Seminar	Practical	Laboratory
			30	30		
Course status	compulsory	Percentage share of e-learning	20%			
COURSE DESCRIPTION						
Course Objectives	<ol style="list-style-type: none"> 1. Understanding the basic laws and principles of consumer behavior in order to influence their purchasing decisions. 2. Analysis of the reasons and motives for buying consumers. 3. Recognize the influence of situational factors on making a purchase decision. 4. Identify the reasons for post-purchase (consumer) dissatisfaction. 5. Application of acquired knowledge and skills in the market with the aim of adapting to different market changes and forms of consumer behavior. 					
Course enrolment requirements and entry competencies required for the course	/					
Learning outcomes On successful completion of this course, student should be able to:	<ol style="list-style-type: none"> 1. Describe the basic laws and principles of consumer behavior. 2. Recognize the different motives of consumers and the importance of situational factors in making a purchase decision. 3. Suggest ways to meet consumer needs, 4. Choose the optimal approach in solving consumer problems, 5. Identify the most appropriate ways to influence consumer behavior. 					
Course content	<p>Introduction to the course Consumer Behavior. The influence of social factors on consumer behavior - the influence of culture, socialization, society and social classes. Analysis of multicultural impacts on business and consumer behavior. The influence of social factors on consumer behavior - the influence of social groups, families and situational factors. Personal factors - The influence of motivation, motivation and perception on consumer behavior. Personal factors - The influence of attitudes, personality traits, values and lifestyles and knowledge on consumer behavior. The impact of VALS on consumer behavior. Psychological processes - Information processing process and learning process. Psychological processes - The process of changing attitudes and behavior, group communication and personal influence.</p> <p>How to change negative consumer attitudes. The process of making a purchase decision - recognizing the problem and seeking information. Purchase decision making process. Evaluation of information and purchases. New techniques of influencing consumer behavior in personal sales. Post-consumer behavior. Consumer satisfaction and consumer behavior patterns. Consumer loyalty. Organizational customer behavior. Other areas of consumer behavior - Marketing communication, dissemination of innovation and consumerism.</p>					
Types of teaching:	<input checked="" type="checkbox"/> lecture		<input checked="" type="checkbox"/> self-study			

	<input checked="" type="checkbox"/> seminars and workshop <input type="checkbox"/> practical <input checked="" type="checkbox"/> combined e-learning <input type="checkbox"/> field research	<input type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input type="checkbox"/> mentoring work <input type="checkbox"/> (others)					
Student obligations	Attending classes, seminar workshops, exams.						
Monitoring student work (enter the share in ECTS credits for each activity so that the total number of ECTS credits corresponds to the credit value of the course):	Class attendance	1,5	Research	1,5	Practical work		
	Experimental work		Report		(others)		
	Essay		Seminar	1	(others)		
	Self-study		Workshop		(others)		
	Project		Office hours, mid-term exams and final exam		(others)		
Assessment and evaluation of student work during classes and at the final exam	CONTINUOUS ASSESSMENT						
	Continuous testing indicators				Performance A_i (%)	Grade ratio k_i (%)	
	Case study				50-100	20	
	First mid-term exam				50-100	40	
	Second mid-term exam				50-100	40	
	FINAL ASSESSMENT						
	Indicators checks				Performance A_i (%)	Grade ratio k_i (%)	
	Final exam				50 - 100	80	
	Previous activities				50 - 100	20	
	Indicators checks				Performance A_i (%)	Grade ratio k_i (%)	
	Final exam				50 - 100	80	
	Previous activities				50 - 100	20	
	<p>The grade (in percentages) is formed on the basis of all indicators that describe the level of student activities according to the relation:</p> $Grade (\%) = \sum_{i=1}^N k_i A_i$ <p>k_i- weighting factor for each activity, A_i- success in percentage achieved for a particular activity, N - total number of activities.</p>						

	PERFORMANCE AND GRADE		
	Percentage	Criteria	Grade
	50% - 61%	basic criteria met	sufficient (2)
	62% - 74%	average performance with some errors	good (3)
	75% - 87%	above average performance with minor errors	very good (4)
	88% - 100%	outstanding performance	outstanding (5)
Required reading	1. Michael, Solomon, Bamossy Gary, Askegaard Soren & K. H. Margaret: <i>Consumer behaviour: a European perspective</i> , New Jersey, ZDA: Prentice Hall Inc., 2006		
Optional reading	<ol style="list-style-type: none"> 1. O'Shaughnessy, J.: <i>Consumer behaviour: Perspectives, Findings and Explanations</i>, Palgrave Macmillan, New York, 2013. 2. Peter, J. Paul & Olson, Jerry: <i>Consumer Behavior and Marketing Strategy</i>, Irwin McGraw Hill, New York, 2001. 3. Frank, R.H.: <i>Microeconomics and Behavior</i>, McGraw-Hill Book, New York, 1991. 		
Quality monitoring to ensure the acquisition of established learning outcomes	<ul style="list-style-type: none"> • Records of class attendance and success in performing student obligations • Updating detailed course curricula • Supervision of teaching activities • Continuous quality control of all parameters of the teaching process in accordance with the Action Plans • Semester-based student survey in accordance with the "Ordinance on the procedure of student evaluation of teaching work at the University of Split" (UNIST, Centre for Quality Improvement). 		
Other information			