

Consumer Psychology (H002031)

Course size (nominal values; actual values may depend on programme)

Credits	4.0	Study time	120 h	Contact hrs	25.0 h
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Course offerings and teaching methods in academic year 2018-2019

A (semester 2)	Dutch	lecture	13.75 h
		lecture: plenary	1.25 h
		exercises	
		seminar	5.0 h
		group work	5.0 h

Lecturers in academic year 2018-2019

Vlerick, Peter	PP09	lecturer-in-charge
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Offered in the following programmes in 2018-2019

	crdts	offering
Master of Science in Psychology (main subject Personnel Management and Industrial Psychology)	4	A

Teaching languages

Dutch

Keywords

consumer behavior

Position of the course

Masters in Industrial Psychology and Personnel Management are employed in various industrial sectors and functions. Through their scientific knowledge and professional behavior, they not only contribute to promoting health, well-being and behavior of employees and their internal customers within organizations, but often also to the behavior and psychological well-being of people outside companies, such as external customers and consumers.

In the in-depth course 'Consumer Psychology', students gain insight into the decision-making process and the behavior of the consumer with regard to a variety of products and services.

Implications of knowledge about consumer behavior for scientific research and organizational policy are discussed and illustrated with practical examples and empirical research findings. Finally, some psychological techniques to influence consumer behavior are discussed.

Contents

This course contains the following subjects :

Part 1 Consumer decision making

1. Pre-purchase processes : need recognition, search and evaluation
2. Purchase
3. Post-purchase processes : Consumption and post-consumption evaluation

Part 2 Influencing consumer behavior

4. Making contact
5. Shaping consumers' opinions
6. Helping consumers to remember

Part 3 Selected current topics

7. Innovations: adoption, resistance and diffusion
8. Symbolic consumer behavior
9. Consumerism and ethical responsibility

Initial competences

This course builds on the course 'Market Research' from the Bachelor of Science in Psychology programme (main subject Personnel Management and Industrial Psychology).

Final competences

1. Have knowledge and insight into the complexity of consumers' decision-making process and behavior.
2. Have knowledge and insight regarding implications of consumer psychological knowledge for further scientific research, organizational policy and society.
3. Able to analyse consumer psychological problems.
4. Able to formulate recommendations regarding influencing consumer behavior.
5. Able to communicate in writing and orally regarding consumer psychological problems and solutions.

Conditions for credit contract

Access to this course unit via a credit contract is determined after successful competences assessment

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Group work, lecture, seminar, lecture: plenary exercises

Learning materials and price

*Selection of scientific articles, book chapters and slides.

*Estimated cost: 55 EUR

References

- Blackwell, R.D., Miniard, P.W., & Engel, J.F. (2006). Consumer Behavior, tenth international student edition. Thomson South-Western.
- Hoyer, W., & MacInnis, D., & Pieters, R. (2018). Consumer Behavior, 7th edition. Cengage Learning.
- Jansson-Boyd, C. (2010). Consumer Psychology. McGraw-Hill: Open University Press.
- Kardes, F., Cline, T., & Cronley, M. (2015). Consumer Behavior, second edition. Cengage Learning.
- Solomon, M. (2018). Consumer Behavior: Buying, having and being, 12th Global Edition. Pearson Education.

Course content-related study coaching

Interactive support using Minerva and on appointment by email

Evaluation methods

end-of-term evaluation and continuous assessment

Examination methods in case of periodic evaluation during the first examination period

Written examination with multiple choice questions

Examination methods in case of periodic evaluation during the second examination period

Written examination with multiple choice questions

Examination methods in case of permanent evaluation

Participation, assignment, peer assessment

Possibilities of retake in case of permanent evaluation

examination during the second examination period is not possible

Calculation of the examination mark

A combination of periodic evaluation (75%) and permanent evaluation (25%).

Participation in all parts of the evaluation is compulsory.

In order to pass the course students have to obtain a final score of at least 10/20 and have to obtain at least the equivalent of 8/20 on all parts of the evaluation. In that case, final scores of 10/20 and above will be reduced to the highest fail quotation (9/20).

Students will not be deliberated if they obtain an equivalent of 8/20 on at least one part

of the evaluation. In that case final scores of 8/20 and above will be reduced to the highest non-deliberative quotation (7/20).