

Buying Behavior (F710301)

Due to Covid 19, the education and evaluation methods may vary from the information displayed in the schedules and course details. Any changes will be communicated on Ufora.

Course size (nominal values; actual values may depend on programme)
Credits 6.0 Study time 180 h Contact hrs 55.0 h

Course offerings and teaching methods in academic year 2020-2021

A (semester 1)	English	Gent	lecture	20.0 h
			PDE tutorial	15.0 h
			seminar	7.5 h
			seminar: coached exercises	12.5 h

Lecturers in academic year 2020-2021

Rigoni, Davide EB23 lecturer-in-charge

Offered in the following programmes in 2020-2021

	crdts	offering
Master of Science in Teaching in Economics (main subject Business Administration)	6	A
Master of Science in Business Administration (main subject Commercial Management)	6	A
Exchange programme in Economics and Business Administration	6	A

Teaching languages

English

Keywords

Buying Behavior, decision making

Position of the course

Objective of this course is to gain insight in the decision-making and information processing process of consumers and to investigate individual and contextual factors that influence consumer behaviour. Theoretical concepts are discussed, illustrations are made how these concepts are researched in a scientific way and how knowledge of these concepts leads to better decision making by organizations.

Contents

- Decision making (e.g. need recognition, evaluating alternatives, ...)
- o Information processing (e.g. attention, memory,...)
- o Individual differences (e.g. attitudes, knowledge, involvement, personality, ...)
- o Situational influences (e.g. culture, personal influence, ...)

Initial competences

Meet the requirements of the master. Knowledge of marketing is recommended.

Final competences

- 1 Having theoretical knowledge of buying behaviour
- 2 Being able to research and analyze buying behaviour scientifically
- 3 Being able to critically reflect on domain specific literature
- 4 Making implications from acquired knowledge for scientific research, organizational policy and marketing programs
- 5 Being able to formulate and critically evaluate marketing programs based on knowledge of buying behavior
- 6 Being able to formulate and present acquired insights

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

Lecture, PDE tutorial, seminar, seminar: coached exercises

Extra information on the teaching methods

PBL - students work on an assignment individually or in group

Learning materials and price

Powerpoint presentations

Recent domain specific and scientific literature is provided during classes.

References

Course content-related study coaching

Handouts from each lesson are provided on Ufora. For questions about theory and exercises, the teacher and assistant can be contacted.

Evaluation methods

end-of-term evaluation and continuous assessment

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

Written examination with open questions, written examination with multiple choice questions

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

Written examination with open questions, written examination with multiple choice questions

Examination methods in case of permanent evaluation

Participation, assignment

Possibilities of retake in case of permanent evaluation

examination during the second examination period is possible in modified form

Calculation of the examination mark

End-of-Term evaluation (75%), permanent evaluation (25%)