
CONSUMER BEHAVIOR (DS 314)

Academic Year
Period 5 (Spring)

George J. Siomkos
Professor of Marketing



COURSE NATURE & OBJECTIVES

This course follows a multidisciplinary approach to examine and analyze why consumers behave as they do in the marketplace. Consumer behavior is explored from two perspectives: (1) the perspective of a consumer who must make a multitude of decisions every day about what products to buy and (2) the perspective of the marketing manager who needs the understanding of consumer behavior in order to develop, evaluate and implement effective marketing strategies and tactics. Topics covered include consumer decision-making models and information processing, consumer perceptions, loyalty and involvement,

attitude measurement and change, consumer analysis and research, demopsychographic research, interpersonal and social influences on consumer behavior, store selection and buyer behavior, and strategic implications on market segmentation, product positioning and marketing communications. The teaching methods combine lectures, discussion groups, case study analyses, videos, exercises and team project presentations. The classroom is a forum appropriate for discussion where all students will have the opportunity to exchange and present their ideas and to support them so as to jointly arrive upon solutions to marketing problems.

READING MATERIALS

Required Textbook:

- Solomon, M.R. (2018). *Consumer Behavior – Buying, Having, and Being*, 12th global edition, Pearson. **[S]** Note: Earlier global or US editions are also acceptable (e.g., 11th edition, 2015 **[S15]**).
- Gerzema, J., and M. D'Antonio (2011). *Spend Shift*, Jossey-Bass.
- Pine II, B.J., and J.H. Gilmore (2011). *The Experience Economy*, updated edition, Harvard Business Review Press.
- Eduportal material.

Recommended Textbooks:

- Hawkins, D.I., and D.L. Mothersbaugh (2013). *Consumer Behavior – Building Marketing Strategy*, 12th international edition, McGraw-Hill. **[HM]**
- Solomon, M., G. Bamossy, S. Askegaard, and M.K. Hogg (2006). *Consumer Behaviour – A European Perspective*, 3rd edition, Prentice-Hall. **[SBAH]**
- Peter, J.P. and J.C. Olson (2005), *Consumer Behavior & Marketing Strategy*, 7th edition, McGraw-Hill. **[PO]**
- Schiffman, L.G., L.L. Kanuk, and H. Hansen (2012), *Consumer Behaviour – A European Outlook*, 2nd edition, Financial Times/ Prentice-Hall.
- Sheth, J.N., B. Mittal and B.I. Newman, *Customer Behavior*, Dryden.
- Blackwell, R.D., P.W. Miniard and J.F. Engel, *Consumer Behavior*, Harcourt College Publishers.
- Hoyer, W.D. and D.J. MacInnis, *Consumer Behavior*, Houghton Mifflin Co.
- Siomkos, G.J. (2016), *Consumer Behavior*, Livanis Publications. (in Greek)

Relevant Scientific Journals:

Journal of Consumer Research (JCR)
Advances in Consumer Research (ACR)
Journal of Consumer Behaviour (JCB)
Journal of Retailing (JR)
Journal of Marketing (JM)
Journal of Marketing Research (JMR)
Journal of Applied Psychology (JAP)
Journal of Advertising (JA)
Journal of Advertising Research (JAR)

COURSE REQUIREMENTS & GRADING

Class Participation/ Exercises	10%
Individual Projects (2 @ 15pts)	30%
Group Project	60%