



CONSUMER BEHAVIOR

Basic data of the subject			
Academic Unit:	Faculty of Life and Environmental Sciences		
Course title:	Consumer behavior		
Study program:	Agribusiness		
Level of study:	Bachelor (BSc)		
Course status:	Elective (E)		
Study year:	3 year / 5 semester		
Number of hours per week:	2 + 2		
Credit value – ECTS:	6 ECTS		
Time/location:	To be announced		
Lecturer:	Prof. Asoc. Dr. Kushtrim Braha		
Contact details:	kushtrim.braha@uni-prizren.com; +383 49 531 537		
Course description:	<p>This course examines why and how consumers make certain decisions and how their behaviors change under the influence of certain factors. The course focuses heavily on the impact of psychological factors on consumers, external factors and situations in which the consumer decides to buy something. It should be underlined that the course studies not only the purchasing act of but also studies the pre- and post-purchase process. Therefore, this course examines how possession or lack of things can affect consumer behavior in general.</p>		
Course objectives:	<p>Consumer behavior creates an opportunity to better understand why consumers choose certain products and companies, what happens in the business world, why someone is successful and someone not. If companies have information about what factors affect consumer behavior and how they affect them, then they can tailor their products and services to consumers better. This serves as a first step for policy making and making the right marketing decisions. The course provides the most advanced model to understand consumer decisions, which serves as a program for businesses to succeed in a market economy.</p>		
Learning outcomes:	<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> ▪ Recognize the importance of consumer behavior and use of this knowledge in favor of businesses. ▪ Understand the process of making consumer decisions. ▪ Understand the individual factors that determine consumer behavior. ▪ Recognize the impact of the environment on consumer behavior. ▪ Recognize the other impacts on consumer behavior. 		
Contribution on student load (must correspond with learning outcomes)			
Activity	Hours	Days/week	Total
Lectures	2	13	26



Exercise theoretical/laboratory	2	13	26
Practice work	/	/	/
Contact with lecturer/consultations	1	15	15
Field exercises	/	/	/
Mid-terms, seminars	4	2	8
Homework	1	9	9
Individual time spent studying (at the library or home)	2	15	30
Final preparation for the exam	2	15	30
Time spent in evaluation (tests, quiz, final exam)	2	2	4
Projects, presentations, etc.	2	1	2
Total			150 hours (6 ECTS)
Teaching methods:	Lectures, exercises, discussions, consultations, course projects, homework, midterm exam, final exam.		
Evaluation methods:	<ul style="list-style-type: none"> ▪ Regular and active attendance: 10%, ▪ Midterm exam: 20%, ▪ Course project: 20%, ▪ Final exam: 50%. 		
Literature			
Basic Literature:	<p>Solomon, M. (2020) Consumer behaviour: Buying, having, and being. Pearson, London.</p> <p>Loca, S. (2006). Sjellja konsumatore. Emal, Tiranë.</p> <p>Kardes, F. R., Cronley, M. L., & Cline, T. W. (2014). Consumer behavior. Cengage Learning.</p> <p>Hoyer, W. D., MacInnis, D. J., & Pieters, R. (2017). Consumer behavior. Cengage Learning.</p>		
Additional Literature:	<p>Bakiu, V. (2007). Sjellja konsumatore. Erik, Tiranë.</p> <p>Schiffman, L., O'Cass, A., Paladino, A., & Carlson, J. (2013). Consumer behaviour. Pearson Higher Education.</p> <p>Solomon, M. R., Askegaard, S., Hogg, M. K. & Bamossy, G. (2019). Consumer behavior: A European perspective 7th edn. England: Pearson Education.</p>		

Designed study plan:		
Week	Lectures	Exercises
First week:	Introduction to the study of consumer behavior (Defining consumer behavior, Scope of consumer behavior, Why study consumer behavior, Evolution of consumer behavior as a field of study, Behavior	Distribution of the semestral project topics.



	dimension, The interdisciplinary nature of consumer behavior)	
Second week:	Consumer and social well-being (Business ethics and consumer rights, Needs and wants, Consumer rights and product satisfaction, Major policy issues relevant to consumer behavior, The dark side of consumer behavior)	Quizzes and case studies related to the topic of the first week lecture.
Third week:	Perception (Sensation, The stages of perception, Personal selection factors, Stimulus organization)	Quizzes and case studies related to the topic of the second week lecture.
Fourth week:	Learning and memory (How do we learn?, Cognitive learning theory, Memory)	Quizzes and case studies related to the topic of the third week lecture.
Fifth week:	Motivation and affect (The motivation process: Why ask why?, Affect, Consumer involvement)	Quizzes and case studies related to the topic of the fourth week lecture.
Sixth week:	Personality, lifestyles and values (Personality, Brand personality, Lifestyles and consumer identity, Psychographics, Values)	Quizzes and case studies related to the topic of the fifth week lecture.
Seventh week:	Attitudes and persuasive communications (The power of attitudes, How do we form attitudes?, Persuasion: How do marketers change attitudes?)	Quizzes and case studies related to the topic of the sixth week lecture.
Eighth week:	Midterm exam	Quizzes and case studies related to the topic of the seventh week lecture.
Ninth week:	Decision making (What's your problem?, Cognitive decision making, Habitual decision making, Priming and nudging)	Quizzes and case studies related to the topic of the eighth week lecture.
Tenth week:	Buying, using, and disposing (Situational effects on consumer behavior, The shopping experience, Ownership and the sharing economy, Post-purchase satisfaction and disposal)	Quizzes and case studies related to the topic of the ninth week lecture.
Eleventh week:	Group influences and social media (Groups, Collective decision making: How groups influence what we buy, The intimate corporation: Family decision making, Word-of-mouth communication, Opinion leadership, Social media: The horizontal revolution)	Quizzes and case studies related to the topic of the tenth week lecture.
Twelfth week:	Income and social class (Income and consumer identity, Social class and consumer identity, Status symbols and social capital)	Quizzes and case studies related to the topic of the eleventh week lecture.
Thirteenth week:	Subcultures (Ethnic and racial subcultures, Subcultural stereotypes, Religious subcultures, The family unit and age subcultures, Place-based subcultures)	Quizzes and case studies related to the topic of the twelfth week lecture.



<i>Fourteenth week:</i>	Culture (Cultural systems, Cultural stories and ceremonies, Sacred and profane consumption, The diffusion of innovations, The fashion system, Global consumer culture)	Quizzes and case studies related to the topic of the thirteenth week lecture.
<i>Fifteenth week:</i>	Final exam	Presentation of the semester projects.
Academic policies and rules of conduct:		
<ul style="list-style-type: none">▪ Student should be aware of and respect the institution and Code of ethics.▪ Student should respect the schedule of lectures, exercises and be attentive.▪ It is mandatory possess and present student ID card in the mid-terms and exam,▪ During compilation of course projects, student must adhere the instructions given by the professor.▪ During the exam is forbidden the use of mobile phones.		