



**University of International Business and Economics
International Summer School**

ECON 220 Consumer Behaviour in the Digital Age

Instructor: Darach Turley
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Credit: 2 units

Teaching Language

This course is taught in English.

Prerequisites

A general understanding of microeconomics, macroeconomics and econometrics.

Methods of Instruction

Teaching, cases, in-class quizzes, marketplace exercises, student presentations, digital consumer diary.

Evaluation

Presence and participation 100%

About the Instructor

Prof. Turley has been lecturing, researching and publishing in the area of Consumer Behaviour for almost thirty years and has established a reputation both nationally and internationally as a consumer behavior scholar. He has lectured on undergraduate through to PhD programmes both in Ireland and abroad and has acted as PhD external for numerous doctoral defences in Irish and foreign institutions. He currently serves as a visiting professor in two foreign universities, the University of Saarland in Germany, and Saint Augustine University in Tanzania. He was appointed chair/organizer/editor of the Association for Consumer Research European Conference in 2003 and was made a Fulbright Scholar by the US State Department in 2007, based in Georgetown University, Washington DC.

Course Description

The purpose of this course is to introduce students to the constructs and concepts that inform the consumption of products, services and experiences. Chief among these will be the stages of the consumer decision-making process, information processing, word-of-mouth (online and offline), consumption and acquisition on digital platforms, online consumer aggregations and their influence on purchase decisions. Particular emphasis will be placed on the role of consumer behaviour in formulating marketing tactics and strategy for digital marketing campaigns

Syllabus

Introduction to Consumer Behaviour

• Defining Consumer Behaviour. Scope and applications in both online and offline contexts. Contribution of Behavioural Economics to contemporary consumer behaviour.

Individual & Group Aspects of Consumer Behaviour

• How consumers form brand images • What motivates online and offline consumption? • Buzz, blogs, and reviews. Digital WOM. How are contemporary consumers talking to one another about products and services?

Consumers' attitudes and how to change them.

Structure and formation hierarchies. Elaboration Likelihood Model of attitude change. The impact of on and offline celebrities, humour and fear on attitude change.

The Decision Making Process

• Models of Consumer Decision Making • How do consumers make decisions? Compensatory and non-compensatory models of consumer decision-making • The Google Consumer Barometer and the Chinese consumer • International differences in consumer decision-making. Heuristics and decision making

Consumer Involvement

Nature and determinants of consumer involvement. Measuring involvement. Strategies to increase involvement.

Online and offline consumer collectives

Social Psychology and the impact of reference groups on consumer behaviour. Emergent online consumer aggregations: brand communities, sub-cultures of consumption, and neo-tribes.

Required Text

- ✧ Solomon, Michael (2014), Consumer Behavior: Buying, Having, Being (11th edition) Global Edition, Boston: Pearson.
- ✧ Szmigin, Isabelle and Maria Piacentini (2015), Consumer Behaviour, Oxford: OUP.
- ✧ Belk, Russell W. and Rosa Llamas (2013), Routledge Companion to Digital Consumption, 1 Ed., Routledge: London
- ✧ Angeline G. Close (Ed.) (2012), Online Consumer Behavior, 1 Ed., Routledge Academic: London

Reference Readings

Students will be directed to a number of articles in leading consumer behavior journals/conference proceedings:

- ✧ Advances in Consumer Research (open access)
- ✧ HBR (open access) cases
- ✧ Journal of Consumer Marketing – open access online journal