



# Exchange programme Vrije Universiteit Amsterdam

Vrije Universiteit Amsterdam - Exchange programme Vrije Universiteit Amsterdam - 2024-2025

## Exchange

Vrije Universiteit Amsterdam offers many English-taught courses in a variety of subjects, ranging from arts & culture and social sciences, neurosciences and computer science, to economics and business administration.

The International Office is responsible for course approval and course registration for exchange students. For details about course registration, requirements, credits, semesters and so on, please [visit the exchange programmes webpages](#).

# Consumer Behavior

Course Code	E_EBE3_CBEH
Credits	6
Period	P4
Course Level	300
Language Of Tuition	English
Faculty	School of Business and Economics
Course Coordinator	dr. M. Kokkoris
Examiner	dr. M. Kokkoris
Teaching Staff	dr. M. Kokkoris, Y. Zhang
Teaching method(s)	Instruction course, Seminar, Lecture

## Course Objective

After successfully completing this course, you will

- be acquainted with the psychological theories, concepts, methods, and research findings central to the study of consumer behavior (Bridging Theory and Practice- Knowledge).
- be able to understand consumer decisions from different perspectives as well as to apply theoretical frameworks in different settings (Academic and Research Skills).
- be able to apply these theories in order to develop effective marketing strategies to influence thinking and behavior of consumers (Bridging Theory and Practice - Application).
- actively participate in experimental research as well as develop the skills needed to understand experimental research, and interpret its experimental results (Academic and Research skills).

## Course Content

This course has a dual purpose. It will provide you with better understanding of both (a) theory on consumer behavior and (b) the basics of experimental research methodology (an essential need to understand academic articles in the field).

We are consumers, every day, every moment of the day. We consume food, drinks, education, and television programs. It is however not always easy to understand or predict the behavior of consumers. Why do consumers choose one car or holiday destination over the other? How are advertisements processed and when are they effective? Are preferences stable or easily malleable? For successful marketing management and strategy, it is essential to get an understanding of the behavior of consumers. After all, marketing begins and ends with the consumer, from determining consumer needs to finally providing and maintaining consumer satisfaction. The course introduces you to some important psychological theories on memory, learning, perception, attitude, motivation, identity and social influences. We do not only focus on “big theories”, but also study specific articles from top-notch journals in the field, thereby illustrating how research in this field is done, how this contributes to our knowledge on consumer decisions as well as to develop critical thinking.

In addition to the conceptual part of the course, considerable attention is allocated to (experimental) research methodology. By doing so, you will develop skills that are essential to truly understand specific academic articles in the field from A to Z (insights in methodology included).

## Additional Information Teaching Methods

Lectures and tutorials.

## Method of Assessment

- Written exam – Individual assessment.
- Participation – Individual assessment.
- Interim Assignments – Group assessment.

## Entry Requirements

None.

## Literature

Consumer Behavior, Frank R. Kardes, Maria L. Cronley, & Thomas W. Cline; Cengage Learning.

## Recommended background knowledge

None.