MAR2041 Market- and Consumer Psychology –
(part of Module MAR2040 “Basics of Market and Communication Research”)
WS2019/20

A) Description

The course captures the essential elements of the consumer buying process, from pre-purchase over purchase to post-purchase. In addition, external influences on the purchasing process will be analyzed.

The course is part of module MAR2040 “Basics of Market and Communication Research”. The other module is MAR 2041 “Fundamentals of Market Research” which is taught by Yasmin Merz.

B) Structure of the lecture

1. Introduction to consumer behavior
2. Influences on consumer behavior
   2.1. Individual characteristics
   2.2. Environmental influences
3. Consumer pre-purchase
   3.1. Need recognition
   3.2. Information processing:
       Exposure and attention, perception and comprehension
   3.3. Opinion formation and learning
   3.4. Memory
   3.5. Consumer evaluation

Consumer purchase
   4.1. Choices and biases
   4.2. Purchase

Consumer post-purchase
   5.1. Consumption and customer satisfaction/dissatisfaction
   5.2. Customer loyalty and love brands

C) Schedule

The lecture will be on Wednesdays from 19.00-20.30 in room W3.2.04.

D) Articles

All articles are available on Moodle!

ACADEMIC ARTICLES
During class, academic journal articles will be discussed. The professor will explain the empirical results during the lecture, but students can refer to the original articles for additional reading. The following academic articles are being discussed:
Environmental influences (social influence techniques)

Perception

Comprehension

Opinion formation

Memory

Consumer Evaluation

Choices and Biases

**Purchase**


**POPULAR SCIENCES ARTICLES**

In addition to the academic article, several articles from popular sciences are used to illustrate the theoretical knowledge. The articles are there to accompany the class content and give some examples about practical application. Reading these is a must. They are also relevant for the exam. This is the list of articles:

**Introduction**

(1) Claire Fischer: “Consumer Behaviour: Top tips on sales to irrational shoppers”, Financial Times

**Influences on consumer behaviour (reference groups)**

(2) Hanna Kozlowska: “Today’s influencer economy can be explained by a 19th century economic theory”, Quartz

**Information processing (exposure, attention, perception, comprehension)**

(3) Emily Fredrix: “TV commercials shrink to match attention spans”, The Washington Times

(4) Nicholas Bakalar: “If it says McDonald’s, then it must be good”, Financial Times

(5) Jerry Hirsch: “Objects in store are smaller than they appear”, Los Angeles Times

**Choice**

(6) “The psychology about discounting: Something doesn’t add up”, The Economist


**Purchase**

(8) “Not on the list? The truth about impulse purchases”, Knowledge at Wharton

(9) Lawrence Williams and Joshua Ackermann: “Please touch the merchandise”, Harvard Business Review


**E) Material for the lecture**

The Syllabus, the lecture script and all articles are ready for download on the E-learning-Platform Moodle under [https://lms.hs-pforzheim.de/course/view.php?id=4069](https://lms.hs-pforzheim.de/course/view.php?id=4069). Please sign in with your name and your password. The course is under “Market and Consumer Psychology (Prof. Dr. Nadine Walter)” where you will find all the material.

**F) Assessment method**
The final mark of the course will be an exam at the end of the semester. The exam will cover the whole module, i.e. this lecture and the lecture “Fundamentals of Market Research” by Yasmin Merz.

All material used in the course (including the popular articles) will be relevant for the exam. The exam will be held on 11 December from 17.15 to 18.45 (the room will be announced).

G) Literature list

The book accompanying the lecture will be:


It is available in the library.

The 7th edition has just been released. However, it has only minor changes, so using the 6th edition is absolutely fine.

In addition to this book, there are several other books which will be helpful to deepen particular topics. The following are recommended and should be available at the library (potentially also in an earlier edition):


H) Contact details

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