

Consumer behaviour (IVnd Year of study, VIIth Semesters)

Credit value (ECTS) 4

Course category

Domain (Imposed)

Course holder:

PhD. Prof. Elena LEONTE

Discipline objectives (course and practical works)

The course aims to train students in skills on the basics of consumer behavior for agri-food products, for strict compliance with the principles of human nutrition and regulations in force on food additives.

Use basic knowledge to collect, prepare and interpret research on buying and consuming behavior and consumption motivation.

Objective evaluation of the elaboration and application of the market strategy for agri-food and food products.

Also, a study will be conducted on consumer attitude and behavior as well as the motivation to consume food.

The practical works aim at familiarizing students with the work technique, forming skills for analysis and interpretation of buying and consuming behavior; the use of computer programs specific to the market analysis, the solution on the computer, the recommendation of some variants with applicability within the food companies, the acquisition of a strategy of the positioning of its product, which should represent a niche on the target market.

Contents (syllabus)

Course (chapters/subchapters)
INTRODUCTION TO THE STUDY OF CONSUMER BEHAVIOR The concept and necessity of studying consumer behavior Consumer behavior - interdisciplinary science Consumer behavior and strategic planning
CONSUMER NEEDS, MOTIVATION AND INVOLVEMENT Needs Motivation and motivational research
PERSONALITY, PERSONAL VALUES, LIFESTYLE AND CONSUMER BEHAVIOR Personality, buying and consuming behavior Personal values Lifestyle
CONSUMER KNOWLEDGE, ATTITUDES AND RESOURCES Consumer knowledge Consumer attitudes and preferences Consumer resources

FACTORS THAT INFLUENCE CONSUMER BEHAVIOR Culture Social class Reference groups The family Situational influences
THE CONSUMER DECISION PROCESS Types of behavior in making purchasing decisions The stages of the consumer decision making process The decision to buy new products
ORGANIZATIONAL CONSUMER BEHAVIOR Types of organizational markets and their characteristics Factors influencing organizational behavior Organizational purchasing decision

Practicum
Introduction to the study of consumer behavior Consumer needs, motivation and involvement
Personality, personal values, lifestyle and consumer behavior
Consumer knowledge, attitudes and resources
Consumer behavior. Food market segmentation
The process of elaborating the consumer's decision
Organizational consumer behavior
Study of the penetration in the consumption of agri-food products and the appreciation of their attributes based on the scalograms: scaling methods, ordinal scale, interval scale, proportional scale, semantic differential, Stapel scale, Likert scale
Knowledge test
Final knowledge verification colloquium

References

1. Gîndu Elena, 2006 – Marketing - organization, strategies, decisions, consumer behavior. Ed. Tehnopress, Iași.
2. Gîndu Elena, 2012 – Organizational marketing, decisions and strategies. Ed. PIM, Iași.
3. Boier Rodica, 1994 – Consumer behavior. Ed. Grafix, Iași. .Ed. Alma Print, Galați.
4. Gîndu Elena, Chiran A., Jităreanu Andy-Felix, 2014 – Agricultural marketing, Editura PIM, Iași.

Evaluation

Evaluation form	Evaluation Methods	Percentage of the final grade
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Exam	Written exam - classic	60 %
Practical work	Preparation of thematic reports; debates and analysis of purpose and pursued objectives, tests	40 %

Contact

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