



## Consumer Behavior

### Datos Generales

1. Nombre de la Asignatura Consumer Behavior	2. Nivel de formación Licenciatura	3. Clave de la Asignatura I5305
4. Prerrequisitos	5. Área de Formación Especializante Selectiva	6. Departamento Departamento de Mercadotecnia y Negocios Internacionales
7. Academia Investigación y desarrollo de mercados	8. Modalidad Presencial	9. Tipo de Asignatura Curso-Taller
10. Carga Horaria		
Teoría 40	Práctica 40	Total 80
12. Trayectoria de la asignatura		Créditos 8

### Contenido del Programa

#### 13. Presentación

In the present, the evolutionary and vertiginous life in all or almost all fields of human activity, causes the disappearance of its sense of social belonging, by becoming independent, given the real possibility of being individual, because society is no longer that sum of individualities.

"Liquid modernity" focuses on the reflection of how man is immersed in a consumerist society, which seeks more and more faster satisfaction, given the conditions of expiration of the products offered like food products, such are the cases of the fashion collections, the newest technology, which today is and tomorrow will cease to be, the belief that this need for shopping is caused by the desperate search for membership of the elite group, which guides the directions of society capitalist-consumerist, It will end up unfaithfully into the networks of consumerism, its identity will not be enough to save it from being part of the synoptic society, however, there is still subtly, a clear difference between, the number one enemy of society, "The individual" who is inclined to seek its welfare.

Students are provided with the necessary tools that allow them to understand the importance of understanding consumers in the creation of a marketing strategy. Instruct them to understand why people behave in the way they do, in order to identify their needs, in order to meet them and to apply the purest concept of marketing. The most relevant aspects of user, consumer and buyer behavior are known so that thanks to this we can predict their behavior and better satisfy their wishes and needs. The application of knowledge is carried out in this subject through an institutional study.

#### 14.- Objetivos del programa

##### Objetivo General

- Acquire and apply the knowledge that allows students to understand all the behavioral variables involved in the purchase-use or
- Generate and develop a mentality of constant research on the decision process in the consumer-user which allows constant business

#### 15.-Contenido

##### Contenido temático

- Part 1. An Introduction to Consumer Behavior.
- Part 2. The Psychological Core
- Part 3. The process of making Decisions.
- Part 4. The consumer's culture
- Part 5. Consumer Behavior outcomes and Issues.

##### Contenido desarrollado

- Part 1. An Introduction to Consumer Behavior.
- Chapter 1. Understanding Consumer Behavior
- Part 2. The Psychological Core
- Chapter 2. Motivation, Ability and Opportunity
- Chapter 3. From exposure to comprehension.
- Chapter 4. Memory and Knowledge
- Chapter 5. Attitudes based on High Effort
- Chapter 6. Attitudes based on Low Effort.

Part 3. The process of making Decisions.  
 Chapter 7. Problem recognition and Information Search.  
 Chapter 8. Judgement and Decision making based on high effort.  
 Chapter 9. Judgement and decision making based on low effort.  
 Chapter 10. Post Decision Making processes.  
 Part 4. The consumer's culture  
 Chapter 11. Social Influences on Consumer Behavior.  
 Chapter 12. Consumer Diversity.  
 Chapter 13. Household and social class influences.  
 Chapter 14. Psychographics: Values, Personality and Lifestyles.  
 Part 5. Consumer Behavior outcomes and Issues.  
 Chapter 15. Innovations: Adoption, resistance and Difusion.  
 Chapter 16. Symbolic Consumer behavior.  
 Chapter 17. Marketing, ethics, and social responsibility in today's consumer society.

#### 16. Actividades Prácticas

The student will prepare studies of consumer behavior for its use in the development of commercial and marketing strategies. Reading throughout professor:<http://www.nielsen.com/us/en/nielsen-solutions/shopper-marketing.html>, <http://www.philstar.com/business-life/127702/how-sell-mall>, <http://www.newrepublic.com/article/115167/debt-deal-why-perception-more-important-reality>, <http://socialmediatoday.com/pamdyer/1401166/role-business/>, <http://connectability.ca/2010/10/29/the-importance-of-role-play/>, <http://www.scielo.br/scielo.php?pid=S0034-75902011000400005&si>, <http://link.springer.com/article/10.1177%2F0092070396243002#page-1>, <http://www.inboundsales.net/blog/bid/38159/The-Importance-of-Social-I>, [http://www.google.com.mx/url?sa=t&rct=j&q=&esrc=s&source=web&cd=24&ved=0CE0QFjADOBQ&url=http%3A%2F%2Fwww.researchgate.net%2Fpublication%2F227417339-country\\_comparative\\_study%2Ffile%2F9fcd5080dcfd10b3d.pdf&ei=3cLWUsmLL4i2yAHA9YGQCQ&usq=AFQjCNEi8HVpqp0JcGjwhzPc4hXAs-humanitne/ekonomia/2937/?print=](http://www.google.com.mx/url?sa=t&rct=j&q=&esrc=s&source=web&cd=24&ved=0CE0QFjADOBQ&url=http%3A%2F%2Fwww.researchgate.net%2Fpublication%2F227417339-country_comparative_study%2Ffile%2F9fcd5080dcfd10b3d.pdf&ei=3cLWUsmLL4i2yAHA9YGQCQ&usq=AFQjCNEi8HVpqp0JcGjwhzPc4hXAs-humanitne/ekonomia/2937/?print=), <http://cnx.org/content/m42845/latest/?collection=col11407/latest> <http://www.social-marketing.com/WhatIs.htm>

#### 17.- Metodología

Traditional, conference type, Individuals presentations, Internet, Case studies, Previous reading, topics Discussion, Exercise resolution, Research papers, essays, Teacher exhibition, Student exhibition, power point, multimedia, blackboard, Computer, Exercises Internships, Slides, Movies, Audiovisual, Textbooks, Reading special publications.

#### 18.- Evaluación

Exams: 40%  
 Final Project: 30%  
 Reading reports and extra activities: 30%  
 TOTAL: 100%

Classes start: **Monday, January 16, 2023.**

Extracurricular activities: Marketing and International Business Week (NEGOMARKET) **from May 2 to 6, 2023.**

Attendance at 80% of the classes for the regular period, deadline to capture grades: **Tuesday, May 23, 2023.**

Attendance at 60% of the classes for the extraordinary period, deadline to capture grades: **Tuesday, May 23, 2023.**

**Spring Break:** Monday, April 3 to Sunday, April 16, 2023.

#### 19.- Bibliografía

##### Libros / Revistas

Libro: Comportamiento del Consumidor  
 Hoyer/Macinnis (2010) Cengage No. Ed 5ta

ISBN:

Libro: COMPORTAMIENTO DEL CONSUMIDOR.  
 Schiffman, Leon G., Lazar Kanu (2005) Pearson education No. Ed 8a

ISBN: 907-26-0596-2

Libro: COMPORTAMIENTO DEL CONSUMIDOR.  
 Solomon, Michael R. (2013) Pearson No. Ed 7a

ISBN: 9786073217101

Libro: CONDUCTA DEL CONSUMIDOR. ESTRATEGIAS Y TÁCTICAS APLICADAS AL MARKETING  
 Rivera Camino, Jaime., Arellan (2009) ESIC No. Ed 2a

ISBN: 978-84-7356-593-6

Libro: EXPERIENCIAS Y CASOS DE COMPORTAMIENTO DEL CONSUMIDOR  
 Ruiz de Maya, Salvador., Alons (1a) 1a No. Ed 2001

ISBN: 9788473562652

Libro: Consumer behavior: Building marketing strategy.  
 Hawkins, Del I. (2004) Mcgraw-Hill No. Ed 11a

ISBN: 9780077294106

Libro: CONSUMER BEHAVIOR AND MARKETING STRATEGY  
Peter, J. Paul (7a) Mcgraw-Hill No. Ed 2005

ISBN: 978-0071111775

Otros materiales

20.- Perfil del profesor

Master or PHD. degree in administrative economic area, with experience in the area of at least 3 years. English language certification..

21.- Nombre de los profesores que imparten la materia

Colmenares De la torre Javier  
Código: 0

Delgadillo Gutiérrez Diego Manuel  
Código: 2716887

Loy Romo Salvador Eduardo  
Código: 2960277

Quiroz Rodríguez Jorge  
Código: 0

Valladolid Castillo Brenda Esmeralda  
Código: 0

Villanueva Gómez Miguel Ángel  
Código: 0

22.- Lugar y fecha de su aprobación

This program was evaluated and reviewed online by professors of the Academy of Market Research and Development **on January 13, 2023**, CUCEA (Zapopan, Jalisco).

23.- Instancias que aprobaron el programa

This program was reviewed and evaluated by the professors of the Colegio Departamental assigned to the Department of Marketing and International Business (CUCEA) at University of Guadalajara **on January 13, 2023**.

24.- Archivo (Documento Firmado)

[Consumer Behavior-1.pdf](#)



Presidente de la Academia



Jefe del Departamento

