

Course: Consumer Behaviour - Research

credits: 5

Course code	CIVB21CSB	Modes of delivery	Tutorial
Name	Consumer Behaviour - Research	Assessments	Consumer Behaviour - Research - Computer, organised by STAD examinations
Study year	2022-2023		
ECTS credits	5		
Language	English		
Coordinator	L. Dijkstra		

Learning outcomes

Upon successful completion of this course students will be able to:

1. understand various theories of consumer behaviour.
2. make informed decisions about how to manage and respond to the needs and wants of consumers.
3. explain the nature and overall process of research in marketing, identify relevant research objectives and formulate research questions.
4. design market research framework and select appropriate research methodologies.
5. understand statistical concepts that underlie quantitative research methods.

Content

Level:

Intermediate

Content:

The course uses three topics to provide an inclusive view on consumer behaviour research:

Consumer behaviour introduces the theory of consumer behaviour and links it to the marketing practice. How do people decide which goods and services they will buy, use, and dispose of? How do they respond to prices, advertising, and retail design? Knowing the answers to these questions helps marketers make informed decisions about how to manage and respond to the needs and wants of consumers.

Market research covers the design, conduct and interpretation of research for the marketing function. These are translated into concrete recommendations for the marketing function. The course describes and applies all aspects of the market research process in order to determine which research techniques can best be used when (and how).

Statistics covers the determination of the correct level of measurement (nominal, ordinal, interval, or ratio) of a variable based on a description of this variable, calculating standard deviation, confidence interval and interpret probabilities in a normal distribution. These basic building blocks of statistics are then used to select the correct statistical test for a specific research question and carry out the steps of the testing procedure.

Literature/study materials:

For the latest info, go to the reading list on intranet: [Hanze.nl/marketingprogramme](https://hanze.nl/marketingprogramme) or the Blackboard course.

Included in programme(s)

Marketing Management Exchange Programme Semester 1 (Autumn)
Marketing Management

School(s)

School of Business, Marketing and Finance