UNIVERSITY OF BORÅS

Scandinavian Consumer Behaviour

Konsumentbeteende - ett skandinaviskt perspektiv

7.5 credits
7.5 högskolepoäng

Ladok Code: A1KB1C
Version: 4.0
Established by: Utskottet för utbildningar inom ekonomi och arbetsliv 2018-08-30
Valid from: Autumn 2018

Education Cycle: First cycle
Main Field of Study (Progressive Specialisation): Business Administration (G2F)
Disciplinary Domain: Social sciences
Prerequisites: Passed courses of 60 ECTS. Passed courses of 30 ECTS in Business Administration including 7,5 ECTS in marketing.
Subject Area: Business Administration
Grading Scale: Seven-degree grading scale (A-F)

Content

The course deals with classical and contemporary perspectives within the social science field of consumer behavior. These perspectives are discussed throughout the course in relation to contemporary retailing and marketing practices in a Scandinavian context. The course contains practical exercises in collecting empirical material for analyzing consumer behavior and reflections on possible applications in marketing. The course deals with established theories and methods used today in the field of consumer behavior to describe and analyze the following dimensions:

- Consumption patterns on a societal level.
- The individual as a consumer.
- Cultural aspects of consumption.
- Relationships between consumption and production that shape everyday practices.
- Issues of social and ecological sustainability in relation to the above dimensions.

The above dimensions are discussed throughout the course in relation to Scandinavian phenomena as well as empirical research done in the Scandinavian context.

Learning Outcomes

Knowledge and understanding
1.1 describe the basic features of the theoretical and methodological development in Consumer behaviour,
1.2 account for accepted theoretical explanatory models in this field of knowledge,

Skills and abilities
2.1 based on the course literature motivate a chosen method for collecting a demarcated empirical material to study specific consumer behavior,
2.2 with clear support in relevant sections of the course literature motivate a certain analysis of a limited empirical material about some specific consumer behavior,

Judgment and approach
3.1 with support in the course literature – problematize different relationships between the dominant theories of this field of knowledge and possible application of research results within corporate marketing practices, as well as
3.2 with support in the course literature – problematize possibilities and limitations regarding consumers´ abilities to take market-based responsibility for economic, social and ecological sustainable development.

Forms of Teaching

Teaching in the course consists of lectures, seminars, workshops and supervision.

Language of instruction and teaching is English.

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Forms of Examination

The course is examined through a project work (conducted and reported in group) and by means of an individual written exam:

Project assignment: Oral presentation (group) with documentation.
Learning goals: 1.2, 2.1, 2.2 and 3.1
Credits (hp): 3,0
Grading scale: U/G
Students who receive "not passed" (U) on the project assignment will be asked for an additional written assignment as supplement.

Exam: individual written home exam
Learning goals: 1.1, 1.2, 3.1 and 3.2
Credits (hp): 4,5
Grading scale: A-F

For the grade E on full course, E is required for the individual exam and an approved project assignment (G). The individual written exam determines the individual grade on the full course (A-F).

Student rights and obligations at examination are in accordance with guidelines and rules for
the University of Borås.

Literature and Other Teaching Methods

Books
Ekström K. M., Ottosson M. & Parment A. (2017). *Consumer behavior classical and contemporary perspectives.* Lund: Studentlitteratur

Articles
Ajzen, I. & Fishbein, M. (1977). Attitude-Behavior Relations: A Theoretical Analysis and Review of Empirical Research, *Psychological Bulletin, 84* (5), ss. 888-918

Dick, A., & Basu, S. (1994). Customer loyalty: Toward an integrated conceptual framework. *Journal of the Academy of Marketing Science*, 22(2), 99-113.

McCracken, G. (1986). Culture and Consumption: A Theoretical Account of the Structure and Movement of the Cultural Meaning of Consumer Goods. *Journal of Consumer Research, 13* (1), ss. 71-84.

Sirgy, MJ. (1982). Self-Concept in Consumer Behavior: A Critical Review. Journal of Consumer Research, 9 (3), ss. 287-300.

Possibly additional literature and teaching materials is informed about via the course-site on Ping Pong (max 100 pages).

Student Influence and Evaluation

The course is evaluated in accordance with current guidelines for course evaluations at the University of Borås, where students' views will be gathered. The course evaluation report is published and returned to participating and prospective students in accordance with the above-mentioned guidelines, and underlies the future development of courses and education programs. The coordinating teacher is responsible for the implementation of the course evaluation as described above.

Miscellaneous

This course is primarily a programme course in the Master Program in Fashion Marketing and Management.

The course syllabus in Swedish is the official binding document.