

COURSE OUTLINE

1. GENERAL

SCHOOL	APPLIED SCIENCES		
DEPARTMENT	DIGITAL MEDIA AND COMMUNICATION		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	DMC 265	SEMESTER OF STUDY	2 ND
COURSE TITLE	INTERNET USER – CONSUMER BEHAVIOR		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures		2	
Practice - Workshops		1	
Total		3	5
COURSE UNIT TYPE	Compulsory, Special Course Infrastructure		
PREREQUISITES :	-		
LANGUAGE OF INSTRUCTION/EXAMS:	GREEK		
COURSE DELIVERED TO ERASMUS STUDENTS	Yes (in English)		
MODULE WEB PAGE (URL)	TBA (Course available on Eastern Semester 2014)		

2. LEARNING OUTCOMES

Learning Outcomes
<p>The purpose of this course is to provide students with an overview of the basic concepts about offline and online consumer behavior. The course is designed to address questions such as:</p> <ul style="list-style-type: none"> ▪ How information technology and new media have changed consumer behavior? ▪ What are the differences of consumers in offline and online exchanges? ▪ What are the motivations that influence internet users to purchase from online stores? ▪ How web-atmospherics and online store design influence users' decision to purchase online? <p>On successful completion of this module the learner will be able to:</p> <ul style="list-style-type: none"> • Distinguish the different decision-making styles of consumers. • Recognize the impact of information technology on consumer behavior and marketing. • Predict the buying behavior of consumers based on their characteristics (i.e. demographics, psychographics) and media usage (traditional and new). • Choose the appropriate research method for investigating consumer behavior in order to recommend effective marketing strategies. • Classify and profile online consumers based on their psychographic characteristics. • Interpret the behavior of consumers depending on their interactions and participation in online brand communities.
General Skills
<ul style="list-style-type: none"> - Teamwork - Decision making - Free, creative and inductive thought

3. COURSE CONTENTS

<p>The course is organized around topics such as:</p> <ul style="list-style-type: none"> - Basic models of consumer behavior. - Factors affecting offline and online consumer decision-making process.
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- Consumers' attitudes, involvement, satisfaction and loyalty.
- The impact of consumer's personal characteristics (geographic, demographic, psychographics, behavioral) on the offline and online purchasing decision.
- Research methods for the investigation of consumer behavior.
- The impact of traditional and new media on consumer behavior.
- The usage of new media for researching and analyzing online consumer attitudes.
- Online consumer lifestyles.
- Online brand communities.

4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	In-Class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	Support of the learning process through the e-class platform.	
TEACHING METHODS	Method description	Semester Workload
	Lectures	26
	Practice - Workshops	13
	Project Work (non-compulsory)	34
	Personal Study	52
	Total Work Load for student with project work	125
	Lectures	26
	Practice - Workshops	13
	Personal Study	86
	Total Work Load for student without project work	125
ASSESSMENT METHODS	I. End of Semester Formal Examination (60% or 100%) <ul style="list-style-type: none"> - Short answer questions - Essay questions - Questions of applying theories and models of consumer behavior/internet user on real cases and problems. II. Presentation of Group Projects (40% or 0%)	

5. RESOURCES

- *Recommended Book Resources:*
 - Solomon, M. (2012), *Consumer Behavior: Buying, Having and Being* (10th Edition), Pearson.
 - Strauss, J., Frost, R., & Ansary, A. I. (2009), *E-marketing*, Pearson Prentice Hall.
 - Baltas, G. and Papastathopoulou, P. (2013), *Consumer Behavior* (2nd Edition), Rosili Emporiki – Ekdotiki M, Athens (in Greek).
 - Siomkos, G. (2011), *Consumer Behavior and Marketing Strategy* (3rd Edition), Stamoulis Editions S.A., Athens (in Greek).
- *Recommended Article/Paper Resources:*
 - Dennis, C., Merrilees, B., Jayawardhena, C., & Wright, L. T. (2009), *E-Consumer Behaviour*, *European Journal of Marketing*, Vol. 43, No. 9/10, pp. 1121-1139.
 - Constantinides, E. (2004), *Influencing the Online Consumer's Behavior: The Web Experience*, *Internet research*, Vol. 14, No. 2, pp. 111-126.
 - Lohse, G., Bellman, S., & Johnson, E. (2000), *Consumer Buying Behavior on the Internet: Findings From Panel Data*, *Journal of Interactive Marketing*, Vol. 14, No. 1, pp. 15-29.
 - Kau, A. K., Tang, Y. E., & Ghose, S. (2003), *Typology of Online Shoppers*, *Journal of Consumer Marketing*, Vol. 20, No. 2, pp. 139-156.
 - Ganesh, J., Reynolds, K. E., Lockett, M., & Pomirleanu, N. (2010), *Online Shopper Motivations, and E-Store Attributes: An Examination of Online Patronage Behavior and Shopper Typologies*, *Journal of Retailing*, Vol. 86, No. 1, pp. 106-115.

- *Aljukhadar, M., & Senecal, S. (2011), Segmenting the Online Consumer Market, Marketing Intelligence & Planning, Vol. 29, No. 4, pp. 421-435.*