CONSUMER BEHAVIOR

LEVEL: MASTER 1
PERIOD: SEMESTER 2
LANGUAGE: EN
ECTS: 3
TEACHER/COORDINATOR: DR. FATMA GÜNERI

1-Main objectives

The aim of this course is to familiarize you with the fundamental concepts of consumer behaviour and the different methods and tools available in companies in order to facilitate the purchasing process.

As consumers are hyper-connected, volatile and demanding, marketing must constantly evolve by adopting new methods of analysis and practice to strengthen their customer relationship and offer a convincing shopping experience that must be repeated.

Points of sale, distribution channels have multiplied and customer appeal must always be innovative to recruit new consumers.

2-Skills developed

Discover the consumer trends and expectations of the 21st century consumer

Understand the concepts of consumer behaviour

Identify new experiences and cross-channel customer paths

Deciphering the marketing challenges and strategies of supermarkets, optimizing the use of digital technology to sell more effectively

To know the new types of consumers following technological developments (the effect of artificial intelligence)

3-General content

Attendance required at each session, which will be in two parts:
Part 1 : The instructor's presentation
Part 2 : The group exercise (to be graded by the instructor)
Students are expected to:
› complete assigned readings before each session
› arrive on time: delays will be marked as absences
› participate: courses will be very interactive

Day 1: Introduction, definition, consumer research and lifestyles – trends :
› Give a project to the students to lead
› Course on consumer behaviour: definition of the consumer, the customer, the decision-making processes leading to the purchase
› Trend definition, consumer typology
› Importance of profiles, lifestyles (INSEE, CREDOC, IPSOS, KANTAR)
› Customer knowledge: new tools to analyse consumer behaviour, needs and activities on the Internet
› Focus on Food marketing: revalidation of achievements: market research - importance of the customer in B to C
› Marketing of sustainable development
› Project: identify all sites, institutions to be considered, reconstruct the trend tree

Day 2: Companies and brands
› How to establish a lasting relationship with brands: what is a brand, what is its function, its value, what is its interaction with the customer... brand territory
› Importance of the logo, the slogan, its positioning...importance of creativity
› Rebuild trust with your customers: needs for explanations, transparency and proximity
› Involvement of social networks and community managers, relational interfaces
› The new means of communication: tablet, mobile and TV connected, see omnichannelal
› Importance of emails in e-business
› Visualising marketing
› Project: propose a brand and study it: offer, service, relationship through hyperpersonalization

Day 3: Creativity/Marketing Session
› Propose a problem to students
› Creativity session and idea generation
› Work on user and empathy
› Working on a usage scenario: storytelling

Day 4: Evolution of the customer/consumer relationship
› Move from product service to product solution and customer experience to gamification
› Marketing history and evolution of customer knowledge
› Evolution of customer relations within the company: product - service - solution - experience - gamification - co-actor and ambassador
› New approaches to customer relations: Gamification the new tool to solicit the customer
› Understand the different types of games: interactive game, competition game, challenges
› Transpose the game world into communication to create buzz and collect customer data
› Facilitate customer loyalty and attract prospects to their website

Day 5: Digital marketing
› Involvement of digital in marketing
› How to understand Big Data data and build your marketing strategy
› Who uses them and how they are used
› What marketing strategies are in place to influence the potential customer
› Good knowledge and use of data for more targeted communication

Day 6: Merchandising
› Definition Merchandising: 'a set of studies and application techniques implemented, separately or jointly, by distributors or producers, with a view to increasing the profitability of the point of sale and the sale of products, by constantly adapting the assortment to market needs, and by the appropriate presentation of the goods'. It can also be defined as "all the methods of presentation and valuation of products in a book service sales space".
› Merchandising content
› How to set up a sales area
› The interior and exterior environment of the store
› Implementation of the product in the shelves
› The communication
› The increased reality in the act of purchase

Day 7: Exam

4- Evaluation

50% exam – 50% final project