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| Code - Course | 721108 – Consumer psychology and behavior | | | | |
| Type | Basic training | | | Year | 1 st |
| Thematic Area | Company fundamentals | | | Credits | 6 ECTS |
| Professor in charge of the course | | | Giulia Maria Moschen Bracho | | |
| In-class | 60 hours | Teacher-led | 40 hours | Individual | 50 hours |

BRIEF COURSE DESCRIPTION

This course focuses on studying the factors influencing consumers' purchasing decisions and behaviors, which are essential to understanding their motivations and needs. Moreover, the course analyses mega and macro trends shaping society and, therefore, consumer behavior, touching on methods and strategies to anticipate disruptions and foster innovation. Students will learn to analyze qualitative and quantitative data to create a comprehensive picture of distinct consumer groups, understand their behaviour, and develop innovative strategies.

Significant societal shift, mega trends and climate change are putting pressure on the sector; competition in the hotel industry is intense and consumers are increasingly demanding. Understanding consumer behavior is vital to staying ahead of the curve and anticipating customers' expectations by tapping into psychological factors such as personalization of the service and emotional connection. Hotel industry must adapt to the societal shift, such as the need to reduce the carbon footprint, tensions between tourist and locals, climate change related issues...

The final reflection will bring students to reflect how to attract and retain customers with the information gathered, which practices they can put into place to generate loyalty and differentiation in a saturated market while being sustainable in their choices.

LEARNING OUTCOMES

The learning process designed for this course allows students to achieve the following Subject Related Learning Outcomes:

M02H5- Analyze how psychological factors, such as perception and motivation, influence consumer behavior.

M02S6- Combine research and psychology data to segment different consumer groups.

M02H8- Analyze marketing theories to understand changing customer behavior

Likewise, these contribute to the achievement of the following Degree Learning Outcomes: *TC04*, *TC05*, *TS01*. They are all available for consultation [in this link](#).



ACADEMIC CONTENTS

Module 1: Introduction to Consumer Behaviour

- Understanding Consumer Behaviour
- The Decision Making Process
- What Influences Consumer Behaviour

Module 2: Macron and Mega Trends in Consumer Behavior

- Introduction to trends: what they are, and how they come to exist
- Analysis of trends (social, economic, demographic, etc)
- How trends affect Consumer Behavior

Module 3: Innovation in Consumer Behavior

- What is Innovation?
- How to foster Innovation in business and in hospitality?
- How to innovate consumer experience
- Data Analysis and consumer insights
- Application to innovate

Module 4: Future Methods and Strategic Approaches

- Trends and future methods
- What is foresight and foresight techniques
- Scenarios planning
- Consumer behavior models for the future

Module 5: Trend Safari

- The city as a design lab of the future
- Walk and explore: hunting signals
- Gather and analysis

LEARNING METHODOLOGY

The learning methodologies related to this course include a wide window of different actions to set off its learning outcomes, which mean a development of different kinds of capacities referred to the learning of processes and attitudes applicability in the organization's environment based on the following activities:

- **Activity 1:** Secondary Research. Analysis of KPIs using the internet and available platforms to deep dive into consumer behavior
- **Activity 2:** Primary Research. Gathering of information and clues especially during the trend safari
- **Activity 3:** Group project with presentation



ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's learning outcomes and contents.

Students may choose continuous assessment or single assessment:

Continuous Assessment: the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

Single Assessment: for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

The assessment activities planning will be public for the students from the start:

| Activities | Type | Continuous | Single | Week deadline ¹ |
|---------------------------------|------------|-------------|-------------|----------------------------|
| Secondary research | Group | 20% | 35% | 8 th week |
| Primary research | Individual | 10% | 5% | 12 th week |
| Group Project with presentation | Group | 30% | - | 14 th week |
| Final Exam | Individual | 40% | 60% | Exam Week |
| Total | | 100% | 100% | |

To pass the course, it is mandatory to have obtained a minimum final grade of "5", as long as the student has completed the individual exam/s or work/s established in the course. This exam/s or final work/s must be graded with a minimum of "4" in order to be able to calculate the average of all the assessment activities carried out during the course.

Revision and Reassessment of the Course

¹ The week deadline is an estimation which may be subject to changes that may prompt modifications to the planning or context of the syllabus.



The student has the right to revise all the evidence that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the subject reassessment, it will be necessary to have obtained a final grade of the subject between "4-4.9", and to have attended the individual final exam/s or final work/s of the course.

The reassessment process will only involve the modification of the final grade in case that the new assessment activity is passed and, in any case, the maximum grade will be "5". This grade will be averaged with the other grades of the assessment activities carried out by the student during the corresponding academic period, considering the percentages established in each subject, setting the final grade for the course.

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UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Specific Degree in International Hotel Management

Year 2024/25