

COURSE DESCRIPTION Consumer sociology and consumer behaviour

1. Programme:	BA in Market Communication & Branding
2. Course:	Consumer sociology and consumer behaviour
3. Semester:	1. semester
4. Credits:	10
5. Course coordinator:	Associate Professor Runar Døving
6. Number of contact hours:	The lecturer is obligated to have 50 lecture hours with the class in the classroom.
7. Prerequisites:	None required
8. Course description:	<p>The objective of the course is to arrive at an understanding of consumerism from the following angles:</p> <p>Structure of consumerism. Consumerism as purchase, use and disposal.</p> <p>History of consumerism and history of ideas.</p> <p>Relationship between goods, market, and consumer</p> <p>Consumerism as identity; as a subjective and significant phenomenon.</p> <p>The political consumerism</p> <p>Consumer's power and impotence</p> <p>Consumerism and ethics.</p>
9. Aims:	<p>The aim of the course is to provide students with a knowledge of which internal (psychological) and external (sociological) factors govern and influence consumer behaviour, and of which social system customers and commodities are a part of. In this way, the students will be better endowed to perform as actors on the market.</p>
10. Subject overview:	<p>The first lecture explores the structure of consumerism, an introduction to the history of consumerism and history of ideas (3 x 2 hours). Then the course will focus on:</p> <p>Psychological viewpoints on consumer behaviour</p> <p>Consumer behaviour decisions and decision-making</p>

	<p>theories</p> <p>learning</p> <p>wish, need and motivation</p> <p>attitude and attitude change</p> <p>Sociological viewpoints on consumer behaviour</p> <p>norms and roles</p> <p>social class and reference groups</p> <p>culture and subculture</p> <p>segmenting and target-group thinking</p> <p>social diffusion and adoption</p> <p>distinctions</p> <p>Consumer community ideology</p> <p>staged identities and experiences</p> <p>modernity and post-modernity</p> <p>risk and social change</p> <p>Use and consumption</p> <p>Consumerism and relations (gift theory)</p> <p>Transformation of goods</p> <p>Consumer structures</p> <p>work community and consumer community</p> <p>product classification</p> <p>consumerism and gender</p> <p>Consumerism and power</p> <p>consumer power</p> <p>consumer impotence</p> <p>political consumerism</p> <p>Consumerism's ethical dimension</p>
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<p>11. Implementation</p>	<p>There will be 50 hours of contact with the lecturer. This includes lectures in class, supervision (both individual and group), as well as discussions and active use of case studies/assignments. Students can expect different forms of group project and presentation of their own work.</p>
<p>12. Assessment (mid-term and final evaluation)</p>	<p>For the whole semester, students will work with a project assignment, individually or in two- or three-people groups. The assignment counts 40% towards the final grade. The project assignment can be carried out interdisciplinarily with other courses scheduled for the same semester, but group assignments within the subject must be an option as well. There will be one final written exam with no exam aids, counting 60% towards the final grade.</p>
<p>13. Required reading with number of pages and price for book/fascicle:</p>	<p>Thjømøe, Hans Mathias og Erik Olson: Forbrukeratferd. Universitetsforlaget 2001, Kr.422,- ISBN 8215000169 (kap. 1-14 +19) 280 pages.</p> <p>Schjelderup, Gerhard Emil og Knudsen, Morgen William. Forbrukersosiologi; Makt, tegn og mening i forbrukersamfunnet. Cappelen forlag, Oslo 400 pages.</p> <p>Døving, Runar. Merkevarer – en antropologisk korreksjon. Cappelen forlag, Oslo 120 pages.</p> <p>Kompendium med:</p> <p>Appadurai, A. 1986, "Introduction: Commodities and the Politics of value", i The Social Life of Things. Commodities in Cultural Perspective, University Press, Cambridge.</p> <p>Douglas, M. 1975, "Deciphering a Meal," i Implicit Meanings, M. Douglas, (red.), Routledge & Kegan Paul, London.</p> <p>Døving, Runar: "Kaffe enklere enn vann." og "Folk spiser fortsatt kjøttkaker" i Rype med lettøl. En antropologi fra Norge, Pax forlag 2003.</p> <p>Kopytoff, I. 1986, "The cultural biography of things: commodization as process," i The social life of things. Commodities in cultural perspective, A. Appadurai, (red.), Cambridge University Press.</p>

<p>14. Recommended literature:</p>	<p>Dahl, Henrik: Hvis din nabo var en bil. København: Akademisk forlag 1987</p> <p>Miller, D.: A Theory of Shopping. Polity Press 1998</p> <p>Sætrang, Gunnar og Trond Blindheim: På talefot med forbrukeren. Oslo: NKS forlag 1991.</p> <p>Solomon, M., G. Bamossy og S. Askegaard: Consumer behavior – An European Perspective. Prentice Hall 2000.</p> <p>Østerberg, Dag: Sosiologiens nøkkelbegreper. 6. utgave 2003. Oslo: Cappelen Akademisk forlag.</p>
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