# Psychology of Consumption and Marketing

## Prof. Mario Ravasio; Prof. Matteo Cantamesse

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

*Objective*

Taking an in-depth look at the psychological dynamics underlying the relationship with products and advertising, the course aims to supply students with theoretical and practical knowledge useful in analysing consumers targeted by marketing actions.

*Intended learning outcomes*

At the end of the course, students will have acquired some of the key psychological concepts useful in understanding consumers’ behaviour and use of advertising; they will also have learnt the main tools offered by market research for analysing such behaviours.

Having dealt with concrete marketing or communication cases, they will have developed an attitude of curiosity that encourages them to go beyond the obvious, to consider and explore the psychological processes that underlie consumer behaviours.

When they have to develop a marketing or communication project, they will be able to consider the central role of the consumer, identify consumer attitudes and behaviours to be explored, use market research to acquire this information in support of the decisions to be taken, in order to maximise the chances of project success, both in traditional and digital contexts (mixed or fully digital).

***In more detail:***

* **Part 1** (Prof. Mario Ravasio): students will be introduced to key aspects of the Psychology of Consumption and to its applications through qualitative market research.
* **Part 2** (Prof. Matteo Cantamesse): students will explore the Psychology of Consumption in digital contexts, quantitative market research and digital market research.

***COURSE CONTENT***

**Part 1**

* Theoretical and historical premises of the Psychology of Consumption. The origins of the Psychology of Consumption.
* Ruolo di bisogni, desideri e motivazioni nella psicodinamica dei consumi.
* Elaborazione delle informazioni e meccanismi di valutazione e scelta.
* Il contesto psicosociale e le scelte di consumo.
* Fenomeni di consumo recenti e nuove prospettive per la Psicologia dei consumi.
* Comunicazione, condizionamento, cambiamento di atteggiamento.
* Qualitative research: characteristics, aims, methodology, implementation stages, data collection methods (focus groups, in-depth interviews, ethnographic observation, online interviews, etc.).
* Applications of market research to advertising.

**Part 2**

* Quantitative research methodology (research question, research design, mixed approaches)
* Alcune applicazioni di ricerca quantitativa per il marketing:
	+ Usage & Attitude
	+ Brand image & Personality
	+ Concept test
	+ Consumer profile
* Digital-first market research
* Consumer online behaviour
* The psychology of online consumption: persuasive design, user experience and social interactions
* Marketing research applied to digital communication.

***READING LIST***

**Part 1**

G. Marbach, *Le migliori pratiche nelle ricerche di mercato,* Rogiosi, Napoli, 2018 [solo il capitolo 8).

E. Lozza e G. Graffigna, *Introduzione alla psicologia dei consumatori*, Il Mulino, Bologna, 2022 [tutto il testo esclusi: introduzione, paragrafo 4 del capitolo 1 e paragrafi 1 e 2 del capitolo 4].

**Part 2**

Further reading material (papers) will be identified in lectures and made available on the course Blackboard page.

***TEACHING METHOD***

**Part 1**

The course will be taught in lectures supplemented by research simulations and guest speakers from the corporate world, that will allow students to gain experience with the operational application of the course contents in a company context.

**Part 2**

Three teaching methods will be adopted:

* Classroom work (lectures and supervised practical activities)
* Working remotely via the course Blackboard platform (materials to download, participation in learning communities)
* practical activities

Classroom lectures will incorporate multimedia presentations, online materials, analyses of operational tools, practical sessions and simulations.

***ASSESSMENT METHOD AND CRITERIA***

**Part 1**

The final exam will consist of an oral test. The first part of the examination will focus on the texts in the reading list; the second part will focus on the topics analysed at lectures.

**Part 2**

The final exam will consist of an oral test. The first part of the examination will focus on the texts in the reading list and assigned during lectures; the second part will focus on the topics analysed at lectures.

The student's final mark will consider the following aspects: the accuracy, completeness and quality of the contents presented; the communicative clarity and correctness (including the appropriateness of the disciplinary vocabulary used); and the ability to express critical, well-motivated evaluations. The final mark will result from the average of the marks awarded for part 1 and part 2.

***NOTES AND PREREQUISITES***

 Further information useful in preparing for the exam can be found on the *Blackboard* platform: students are required to check it. Any alternative paths for students who, being engaged in the curricular internship, will not be able to attend classes, will also be communicated by lecturers through *Blackboard*.

To cope with the course programme, students should possess the basic marketing concepts. Attendance at prior psychology courses is useful but not necessary.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.