

COURSE DETAIL

CONSUMER BEHAVIOR

Country

Netherlands

Host Institution

Maastricht University - School of Business and Economics

Program(s)

Business and Economics, Maastricht

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Economics Business Administration

UCEAP Course Number

164

UCEAP Course Suffix**UCEAP Official Title**

CONSUMER BEHAVIOR

UCEAP Transcript Title

CONSUMER BEHAVIOR

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course provides students with a better understanding of basic consumer buying behavior preparing them to describe, explain, and predict how consumers will behave under various marketing conditions and actions. This course develops an understanding of the underlying mechanisms in order to remain abreast of today's rapid changes in consumers' motives and needs. This course starts from formal theories and concepts and discuss their usefulness in developing effective marketing strategies. Most sessions are organized around the consumer's purchase decision process, consisting of needs arising, information search and processing, brand evaluation and attitude development, purchase, consumption, and post purchase evaluation. Other sessions address specific consumer-specific or environmental variables that affect this decision process.

Language(s) of Instruction

Host Institution Course Number

EBC2041

Host Institution Course Title

CONSUMER BEHAVIOUR

Host Institution Course Details

<https://code.unimaas.nl/Code/Display?intCalendarID=32&intBAMA=3&SearchString=EB...>

Host Institution Campus

Maastricht University

Host Institution Faculty

School of Business & Economics

Host Institution Degree

Host Institution Department

Course Last Reviewed

2025-2026

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