

**Field of study:****Psychology**

**Subject: Sociological views on consumer behaviour**

Level of study: graduate studies

System of study: Full-time

Profile of studies: general academic

Subject: Sociological views on consumer behaviour

**Form of classes and the ECTS points**

|          | Number of hours | ECTS points | Credit |
|----------|-----------------|-------------|--------|
| lectures | 30              |             | exam   |
| Total    | 30              | 4           |        |

**Aims of teaching**

The aim of the course is to provide guidance into reflective, comparative and critical approach to consumption behavior and the role played by marketing processes in relation to it. It presents the main concepts and contributors crucial for understanding of consumer culture and consuming practices. This course provides an overview of the most important issues arising in academic debate on the consumer society. It offers an insight into the theoretical and empirical studies undertaking issues related to the history of consumerism, the rise of consumer culture, commercialization, globalization, individualization, the economy of symbolic goods, the nature of contemporary needs and aspirations, the nature of consumer choices, the relationship between production and consumption and the construction of social identity.

## Intended learning outcomes

| KNOWLEDGE          |                                                                                                                                                                                                                                                                                                                                                                                                   |                                  |
|--------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|
| SYMBOL             | DESCRIPTION                                                                                                                                                                                                                                                                                                                                                                                       | REFERENCE TO THE PROFILE OUTCOME |
| P_W1               | After completion of the course the student: has basic knowledge of problems stemming from the cultural diversity of modern society; is aware of the processes occurring in modern society and their consequences for social attitudes and institutions; can describe the role of culture in the life of the individual and society                                                                | Ps_WG01_Mgr                      |
| SKILLS             |                                                                                                                                                                                                                                                                                                                                                                                                   |                                  |
| SYMBOL             | DESCRIPTION                                                                                                                                                                                                                                                                                                                                                                                       | REFERENCE TO THE PROFILE OUTCOME |
| P_U1               | Ps_UW01_Mgr Potrafi przeprowadzić analizę epistemologicznych i filozoficznych założeń leżących u podłoża różnych teorii psychologicznych i dyscyplin pokrewnych psychologii                                                                                                                                                                                                                       | Ps_UW01_Mgr<br>Ps_UW06_Mgr       |
| SOCIAL COMPETENCES |                                                                                                                                                                                                                                                                                                                                                                                                   |                                  |
| SYMBOL             | DESCRIPTION                                                                                                                                                                                                                                                                                                                                                                                       | REFERENCE TO THE PROFILE OUTCOME |
| P_K1               | Ps_KK01_Mgr Student jest gotowy do krytycznej oceny wiarygodności różnych źródeł i odbieranych treści, w szczególności do różnicowania treści o różnym stopniu pewności naukowej Ps_KK04_Mgr Potrafi odpowiedzialnie ocenić granice swoich kompetencji zawodowych i rozumie potrzebę zasięgania opinii innych ekspertów, w przypadku trudności z samodzielnym rozwiązywaniem problemów zawodowych | Ps_KK01_Mgr<br>Ps_KK04_Mgr       |

## Course content

| NUMBER | DESCRIPTION                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | FORM OF CLASSES | NUMBER OF HOURS |
|--------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-----------------|
| 1      | <p>The Rise of Consumer Society.</p> <ul style="list-style-type: none"> <li>- historical narratives of consumer society (G.McCracken, S.Ewen)</li> <li>- the civilizing process and modernity (N.Elias)</li> <li>- sociality in postmodernity (M.Maffesoli)</li> </ul> <p>Consumption and Modernizing Process</p> <ul style="list-style-type: none"> <li>- calvinist rationality and the spirit of capitalism (M.Weber)</li> <li>- rationalization, fordism, mcdonaldization, globalization (G.Ritzer)</li> </ul> <p>Marx and the fetishism of commodities</p> <ul style="list-style-type: none"> <li>-alienation, commodity fetishism, reification (K.Marx)</li> <li>-cultural industry, production of false needs, pseudo-individualization (T.Adorno, M.Horkheimer)</li> </ul> <p>Consuming Power</p> <ul style="list-style-type: none"> <li>-mainstream marketing theory</li> <li>-power in high capitalism (K.Galbright)</li> <li>-ideology and disciplinary power ( H.Marcuse, E.Goffman, M.Foucault)</li> </ul> <p>Consuming Needs</p> <ul style="list-style-type: none"> <li>-gift exchange, commodity exchange and community (M.Mauss, B.Malinowski)</li> <li>-theoretical approaches to human needs</li> </ul> <p>Consuming Values</p> <ul style="list-style-type: none"> <li>-consumer values in marketing theory (M.Holbrook)</li> <li>-consumer values in sociology (M.Douglas, B.Isherwood)</li> <li>-shopping and family values (D.Miller)</li> </ul> <p>Consuming Meanings</p> <ul style="list-style-type: none"> <li>-semiotics, semiology, sign and sign-value</li> <li>-product as a generator of meaning -simulacra and simulations (J.Baudrillard)</li> </ul> <p>Consuming Identity</p> <ul style="list-style-type: none"> <li>-conspicuous consumption (T.Veblen)</li> <li>-the concept of distinction (P.Bourdieu)</li> <li>-the extension of self (M.Csikszentmihalyi, E.Rochber-Halton)</li> </ul> <p>Consuming Experiences</p> <ul style="list-style-type: none"> <li>-Erlebnisgesellschaft and experience value (G.Schulze)</li> <li>-the experience economy (B.Pine, J.Gilmore)</li> </ul> <p>Consuming Body</p> <ul style="list-style-type: none"> <li>-theoretical approaches to body (N.Elias, M.Foucault, P.Falk)</li> <li>-the construction of the body (advertising, media, social media)</li> </ul> <p>Consuming Brand</p> <ul style="list-style-type: none"> <li>-brand values, brand identity, brand public (A.Arvidsson)</li> <li>-personal branding</li> </ul> <p>Brand Communities</p> <ul style="list-style-type: none"> <li>-brand community (A.Muniz, T.O'Guinn)</li> <li>-consumer tribes (R.Kozinets, B.Cova, A.Shankar)</li> <li>-subcultures of consumption (J.Schouten, J.McAlexander)</li> </ul> <p>Prosumption</p> <ul style="list-style-type: none"> <li>-the third wave (A.Toffler)</li> <li>-craft consumption, de-mcdonaldization (G.Ritzer)</li> <li>-produsage (A.Bruns)</li> <li>-wikinomics (D.Tapscott, A.Willimas)</li> </ul> <p>Working Consumers</p> <ul style="list-style-type: none"> <li>-brand hijack (A.Wipperfürth)</li> <li>-value co-creation C.K. Prahalad, V.Ramaswamy</li> <li>-service dominant logic (S.Vargo, R.Lusch) -crowdsourcing</li> </ul> <p>Consumer's Work</p> <ul style="list-style-type: none"> <li>-social factory (A.Negri, M.Hardt, M.Lazzarato)</li> <li>-audience commodity (D.Smythe)</li> <li>-digital labor (Ch.Fuchs)</li> </ul> | lectures        | 30 / 30         |

## Conditions of completion

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### LECTURES

#### TYPE OF CREDIT

#### CREDIT INFLUENCE (IN %)

Lack of definite importance.

## Teaching methods

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- Lecture

## Reading (compulsory)

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- M.Solomon, T.Lowrey. The Routledge Companion To Consumer Behavior 2018
- J.Desmond. Consuming Behaviour 2003
- M.Solomon et al.. Consumer Behaviour. A European Perspective 2016

## Reading (additional)

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- E.Arnoold, L.Price, G.Zinkhan. Consumers 2004
- P.Bourdieu. Distinction. A Social Critique of the Judgement of Taste 2000
- R.Sassatelli. Consumer Culture 2007
- Ch.Fuchs. Culture and Economy in The Age of Social Media 2015
- O.Freyse, M.O'Neil. Digital Labour and Prosumer Capitalism 2015
- G.Foxall. Consumer Behaviour. A Practical Guide 1980

## Odniesienie efektów przedmiotowych do efektów kierunkowych, treści kształcenia, metod weryfikacji

| SYMBOL                    | REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME | REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT | REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS |
|---------------------------|-----------------------------------------------------|----------------------------------------------------|----------------------------------------------------------|
| <b>KNOWLEDGE</b>          |                                                     |                                                    |                                                          |
| P_W1                      | Ps_WG01_Mgr                                         | 1                                                  |                                                          |
| SYMBOL                    | REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME | REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT | REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS |
| <b>SKILLS</b>             |                                                     |                                                    |                                                          |
| P_U1                      | Ps_UW01_Mgr<br>Ps_UW06_Mgr                          |                                                    |                                                          |
| SYMBOL                    | REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME | REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT | REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS |
| <b>SOCIAL COMPETENCES</b> |                                                     |                                                    |                                                          |
| P_K1                      | Ps_KK01_Mgr<br>Ps_KK04_Mgr                          |                                                    |                                                          |