

International Customer Insights

Key Words

Consumer behaviour, psychology, behavioural economics, marketing mix

Why International Customer Insights?

Why do chocolates taste better when they are in a “luxury package”? And what does “luxury mean in for instance China or Italy? How do you find out what drives the Chinese/Italian customer? Global marketers have a deep understanding of the psychological drivers and (sometimes irrational) behaviour of the international customer. This course gives you the opportunity to become a truly global marketer.

What is International Customer Insights?

This course discusses a wide range of factors that drive consumer behaviour by asking questions such as why is it such a bad idea to go grocery shopping on an empty stomach? (arousal), why do dieters give in so easily to forbidden food? (self-control) and why do men prefer zero coke to light coke? (expectations). During this course you will work with these factors so that you can apply these in the rest of your studies and future career. You will also learn what the implications are for an international marketing plan, by for instance adjusting pricing strategies or promotional activities.

What does the semester look like?

During the course you will experience (irrational) consumer behaviour yourself by conducting experiments in an international context. In this way you really get to know the international customer. Afterwards, you will advise an international brand on how to deal with the surprising mind of an international customer.

Literature and Testing

- Required book: Predictably irrational, Dan Ariely, 2010
- Testing methods: Logbook, final presentation, oral defence