

Instructor's name	ERNESTO TOMA
BA	MARKETING (Magistrale MKT)
Academic year	2015-2016
Term	First
Credits	6
Subject area	SECS-S/05

**Course of ANALISI STATISTICA DEL COMPORTAMENTO DEL CONSUMATORE
(a.a. 2015/2016)**

Prof. Ernesto TOMA

Università degli Studi di Bari Aldo Moro

Corso di Laurea Marketing

Admission criteria

Descriptive statistics

Aims of the course

Provide tools to help organize research, related to the field of marketing, to study consumer behavior

Course outline

Part I: Organizational aspects of a survey on consumer behavior.

Recognition and measurement of consumer behavior. The measurement of endogenous variables in behavioral phenomena: measurement scales and attitudes scales. Statistical research steps. Subject of research and measurement. The questionnaire. Surveys sampling in consumer behavior studies. Social indicators in behavior analysis: Issues and methods of synthesis.

Part Two: Consumer behavior

Determinants of behavior. Examples on consumer behavior with the use of factor analysis and cluster analysis

Part Three: Methodological aspects

Focus groups in consumption experiences. Introduction to loglinear models, logit and quantification of mutable statistics.

Reading material

F. DELVECCHIO, Statistica per lo studio dei fenomeni sociali, Cleup, Padova, 2015.
F. DELVECCHIO, Statistica per l'analisi di dati multidimensionali, Cleup, Padova, 2010.
F. DELVECCHIO, Scale di misura e indicatori sociali, Cacucci Editore, Bari, 2000.

Assessment methods

- Esoneri: No
- Prova Scritta: No

- Colloquio Orale: Yes

Tutorials

- Corso presente nella zona in e-learning del Sito Web di Facoltà: No

Teaching methods

- Cicli interni di lezione: Yes
- Corsi integrativi: No
- Esercitazioni: Yes
- Seminari: Yes
- Attività di laboratorio: No
- Project work: No
- Visite di studio: No