



BU427 Consumer Behaviour (Online)

Instructor Information	Xuanwei Cao Email: caoxw2002@163.com Home Institution: Xi'an Jiaotong-Liverpool University		
Term	December 13, 2021 - January 7, 2022	Credits	4 units
Course Delivery	The class will be delivered in the format of online. Other than recorded lecture videos, the instructor will arrange 2-6 hours' real-time interactions with students per week (via discussion forum, zoom meeting, and WeChat). The workload students are expected to complete to properly pass this course is about 10-15 hours per week.		
Required Texts (with ISBN)	Michael R. Solomon. Consumer Behavior: Buying, Having, and Being, Global Edition, 12th Edition. Pearson.		
Prerequisite	N/A		



Course Overview

This course aims to familiarize students with the concepts involved in exploring people's behavior across a number of domains – from the cognitive biases that impact our daily decisions, to the ways in which we're influenced by our peers. Some topics in the frontier of consumer behavior especially in the face of fast changing regulation and market are also introduced to broaden and deepen students' understanding and insights on the complexity and trend of consumer behavior. Specific Chinese societal contextual factors will be discussed to improve students' awareness of the local cultural and societal factors' influence on consumer behavior. Apart from recorded lecture, regular online interactive exchange could support better students' learning.

This course will use materials from a range of different sources, including recommended textbook, popular business/practical magazine articles, academic papers, and news. Students are also expected to contribute to class discussion and exchange with their first-hand experiences and other materials.

Learning Outcomes

On completion of this course, students should be able to:

1. Identify and explain factors which influence consumer behavior;
2. Demonstrate how knowledge of consumer behavior can be applied to marketing;
3. Display critical thinking and problem solving skills;
4. Gain, evaluate and synthesize information and existing knowledge from a number of sources and experiences;
5. In a team, work effectively to prepare a case study of consumer behavior issues within a specific context;
6. Deliver an oral presentation in a professional and engaging manner.



Grading Policy

Individual essay	30%
Final project (case analysis)	55%
Daily Performance	15%

Individual Essay – Throughout this course—as you read and observe the world around you—you should be thinking about what sparks your interest. I’d like you to come up with a topic that you’re particularly interested in, and eventually turn that into a research question. These should be personally relevant or meaningful or interesting in some way – pick something you’re passionate about and want to discover the answer to. The Essay should be 2-page in length. The Essay will be graded based on thoughtfulness and originality of content. [30% of grade]

Final Project – The last class session will be dedicated to student presentations. Working in a group of 3 members, you will be required to present a case study in the last class. Working in your group, you are required to make a 20-minute PowerPoint presentation (including discussion) including an overview of your idea or question, how it affects people’s behavior, how this question might be informed by other, how you would test this question experimentally, and what the implications might be. Be prepared to define and support your view throughout your presentation. You must also support your presentation by providing your tutor with your PowerPoints and a 2000 words report containing details of your topic and material you presented. A more detailed grading rubric and presentation criteria will be provided later in the semester. [55% of grade]

Participation in each class will be noted with 15% of final mark, and your participation grade will reflect a sum of your class-by-class participation over the entire learning process. Class participation will be evaluated with an emphasis on quality over quantity. Good participants would show their excellent preparations and contribute in a very significant way to ongoing discussions. [15% of grade]

Grading Scale is as follows

Number grade	Letter grade	GPA
90-100	A	4.0
85-89	A-	3.7
80-84	B+	3.3
75-79	B	3.0
70-74	B-	2.7
67-69	C+	2.3
65-66	C	2.0
62-64	C-	1.7
60-61	D	1.0
≤59	F (Failure)	0



Class Schedule

Date	Lecture	Readings	Online Teaching Arrangement
Day 1	Introduction to consumer behavior	Ch.1	approximately 1.5 hours recorded video lecture
Day 2	Decision making and consumer behavior	Ch.2	approximately 1.5 hours recorded video lecture
Day 3	Heuristics and biases	handout	approximately 1.5 hours recorded video lecture
Day 4	Cultural influences on consumer decision making	Ch.3	approximately 1.5 hours recorded video lecture
Day 5	Consumer and social well-being	Ch.4	approximately 1.5 hours recorded video lecture plus 1 hour's online interaction via Tencent meeting
Day 6	Perception	Ch.5	approximately 1.5 hours recorded video lecture
Day 7	Learning and memory	Ch.6	approximately 1.5 hours recorded video lecture
Day 8	The self	Ch.7	approximately 1.5 hours recorded video lecture
Day 9	Attitude and persuasion	Ch.8	approximately 1.5 hours recorded video lecture
Day 10	Group and situational effects on consumer behavior	Ch.9	approximately 1.5 hours recorded video lecture plus 1 hour's online interaction via Tencent meeting
Day 11	Consumer identity I	Ch.10	approximately 1.5 hours recorded video lecture
Day 12	Consumer identity II	Ch.11	approximately 1.5 hours recorded video lecture
Day 13	Networked consumer behavior	Ch.12	approximately 1.5 hours recorded video lecture
Day 14	Digital Marketing and WOM	handout	approximately 1.5 hours recorded video lecture
Day 15	Experiential Consumption	handout	approximately 1.5 hours recorded video lecture plus 1 hour's online interaction via Tencent meeting
Day 16	Prosocial Behavior and Happiness	handout	approximately 1.5 hours recorded video lecture
Day 17	Responsible and sustainable consumption	handout	approximately 1.5 hours recorded video lecture



Day 18	Demographics and consumer behavior in China (I)	handout	approximately 1.5 hours recorded video lecture
Day 19	Demographics and consumer behavior in China (II)	handout	approximately 1.5 hours recorded video lecture plus 1 hour's online interaction via Tencent meeting
Day 20	Final project presentation		