



BU427 Consumer Behaviour

Instructor Information	<p>Runcheng (Richard) Xie Email: runchengxie@gmail.com Office Hours: Determined by Instructor</p>		
Term	December 13, 2021 - January 7, 2022	Credits	4 units
Class Hours	Monday through Friday, 120 mins per teaching day		
Discussion Sessions	2.5 hours each week, conducted by teaching assistant(s)		
Total Contact Hours	66 contact hours (1 contact hour = 45 mins, 3000 mins in total)		
Required Texts (with ISBN)	<p>Mothersbaugh, Hawkins, Kleiser. Consumer Behaviour: Building Marketing Strategy. 14th Edition. McGraw Hill. Hoyer, MacInnis Pieters. Consumer Behaviour. 6th Edition. South-Western.</p>		
Prerequisite	N/A		



Course Overview

Consumer decision-making is often complex and far from rational. This course focuses on understanding and predicting consumer behaviour by integrating theories from psychology, sociology, anthropology and economics. Topics include the importance of consumer behaviour and research; internal influences such as motivation and involvement, personality, self-image, life-style, perception, learning attitude formation and change, and communication; external influences such as culture, subculture, social class, reference groups and family, and the diffusion of innovations; and consumer decision making.

Learning Outcomes

On successful completion of this unit, students will be able to:

1. Identify the key terms, concepts, and theories of consumer behaviour;
2. Evaluate the principal theories of consumer behaviour; critically assess strengths, limitations and applications;
3. Apply consumer behaviour concepts to real world marketing problems and develop better marketing programs and strategies to influence those behaviours;
4. Analyze the current trends in consumer behaviour, and apply them to the marketing of an actual product of service.



Assessment Activities

Attendance	10%
Participation in Discussion Board	20%
Individual Assignment	20%
Group Project Paper & Presentation	30%
Final Exam	20%
TOTAL	<u>100%</u>

Grading Scale

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

Assessment Activities

Attendance & Participation (30%)

High frequency of participation in problem discussions would help students understand the course materials and solve problems after completion of each lecture as well as increasing interests on the course.

Individual assignment (20%)

Each student is required to submit an individual assignment (around 3,000 words) based on his/her research relevant to any topics related to the course materials with examples supported. Evidence of details of statistics in appendix and listed reference are required to support the arguments and conclusion. The due date is set on two weeks later after the first day of the program. Late submission will cause 50% marks deduction. Academic Dishonesty and cheating will not be tolerated and may result in a failing grade for the course.

Group Project Presentation (30%)

A group project paper as well as its presentation with depth analysis are required to be presented by each member at the end of the course. Each group is between 4 to 6 members to present a research topic on consumer behaviour on any selected products and services. Explain how the consumer behaviour affect the formulation of its marketing strategy. **The total marks are divided into two parts: 50% for the group marks and each member shares the same mark; the remaining 50% marks are assigned to individual presentation part.** The time allowed














for the presentation is not more than 45 minutes for each group. Date of presentation will be scheduled on the last week of the program.

Exam (20%)

The exam consists of 50 multiple choices related to chapter readings and the course materials and the duration time is an hour for completion at the last day of the course.

Optional Readings

- "Introduction to Consumer Behaviour"  by Peter Ling.
- Consumer Behaviour Theory: Approaches and Models  by Jeff Bray.
- "Introduction to Consumer Behaviour and Marketing Strategy". 
- "Market Segmentation and Product Positioning" 
- Thinking, Fast and Slow, Daniel Kahnemann, 2011, Chap. 1 
- Emotionomics, Dan Hill, 2010, Chap. 1 
- "The Science of Sensory Marketing, HBR, March 2015 (Links to an external site.)",
- "Why Smell is More Important Than You Think" Why Smell is More Important Than You Think | Holladay Saltz | TEDxRVA
- Thinking, Fast and Slow, Daniel Kahneman, 2011, chapter 35 
- "The Psychology of Persuasion", PhD Robert Cialdini, 2007 
- "Excitation transfer theory" using the definition of onlinelibrary.wiley.com, and see the notion applied in this example (Links to an external site.).
- "Balance theory" through this link (Links to an external site.).
- Predictably Irrational, Dan Ariely, 2008, Chapter 10 
- Persuasive Advertising, Scott Armstrong, 2010, Chapter 3 
- Cognitive Dissonance theory (Links to an external site.).
- Anchoring through reading Predictably Irrational, Dan Ariely, chapter 1 



Academic Integrity

Academic Dishonesty and cheating will not be tolerated, and may result in a failing grade for the course. Student handbook has defined academic dishonesty and cheating as including, but not limited to: (a) use of any unauthorized assistance in taking tests; (b) dependence upon the aid of sources beyond those authorized by the instructor in completing assignments; (c) copying from another student or allowing another student to copy from you; or (d) plagiarism – use of published or unpublished work of another person without full and clear acknowledgement. Any student found cheating will be leading to failure grade.

The instructor reserves the right to supplement, withdraw or change this syllabus to meet changing circumstances if necessary. Students will be advised of changes and additional information will be announced in class.



Class Schedule

Date	Lecture	Chapter	Supplement materials
Day 1	Understanding Consumer Behaviour	Chapter 1 (Hoyer, MacInnis, Pieters)	Case: Developing Information About Consumer Behaviour

Part 1 External Influences

Day 2	Cross-Cultural Variations in Consumer Behaviour	Chapter 2 (Mothers-baugh, Hawkins, Kleiser)	Case: IKEA Uses Market Research to Adapt for Global Markets (p.259) Case: CVS Caremark Discontinues the Sale of Tobacco Products (p.261)
Day 3	The Changing American Society: Values	Chapter 3 (Mothers-baugh, Hawkins, Kleiser)	Case: Beats by Dre's Rise to the Top (p.263)
Day 4	The Changing American Society: Demographics and Social Stratification	Chapter 4 (Mothers-baugh, Hawkins, Kleiser)	Case: How Social Media Nearly Brought Down United Airlines (p.265)
Day 5	The Changing American Society: Subcultures	Chapter 5 (Mothers-baugh, Hawkins, Kleiser)	Case: Grace and Frankie: The Invisibility of Baby Boomer Woman (p.268)
Day 6	The American Society: Families and Households	Chapter 6 (Mothers-baugh, Hawkins, Kleiser)	Case: American Beagle Outfitters: April Fool's Joke Turned Reality (p.270)
Day 7	Group Influences on consumer Behaviour	Chapter 7 (Mothers-baugh, Hawkins, Kleiser)	Case: Tide Goes after Green with New Pods (p.272) Case: Hispanic Marketing in Online and Mobile Formats (p.274)

Part 2 Internal Influences

Day 8	Perception	Chapter 8 (Mothers-baugh, Hawkins, Kleiser)	Case: Patagonia's Eco-Fashion Push (p.458) Case: Repositioning McDonald (p.461)
Day 9	Learning, Memory, and Product Positioning	Chapter 9 (Mothers-baugh, Hawkins, Kleiser)	Case: Let's Move! Campaign Celebrities Endorsing Soda?! (p.462) Case: Attention, Millennials! Automobile Manufacturers Adapt for You (p.466)



Day 10	Motivation, Personality, and Emotion	Chapter 10 (Mothers-baugh, Hawkins, Kleiser)	Case: Meal Kits Are Shifting How consumers Shop for Food (p.469) Case: Hello Kitty Mania (p.473)
Day 11	Attitudes and Influencing Attitudes	Chapter 11 (Mothers-baugh, Hawkins, Kleiser)	Case: Xerox's Ongoing Battle to Reposition (p.476) Case: The Tale of Two Emotional Ads (p.479)
Day 12	Self-Concept and Lifestyle	Chapter 12 (Mothers-baugh, Hawkins, Kleiser)	Case: The World Shares a Coke (p.481)

Part 3

Consumer Decision Process

Day 13	Problem Recognition and Information Search Group Presentation (Group 1 & 2 & 3)	Chapter 14-15 (Mothers-baugh, Hawkins, Kleiser)	Case: Nissan Goes after the Dog Lover Niche (p.678) Case: WAWA Dominates with Its Mobile App (p.680)
Day 14	Judgement and Decision Making Based on High/Low Efforts Group Presentation (Group 4 & 5 & 6)	Chapter 16-17 (Mothers-baugh, Hawkins, Kleiser)	Case: Macy's Embraces Beacon Technology (p.681) Case: Tesla's Novel and Environmental Approach Drivers Amazing Brand Loyalty (p.683)
Day 15	Post-Decision Process - Customer Satisfaction and Customer Commitment Group Presentation (Group 7 & 8 & 9)	Chapter 18 (Mothers-baugh, Hawkins, Kleiser)	Case: Gilt Groupe's Innovative Approach to Loyalty Programs (p.685) Case: Albertsons Ditches Self-Checkout in Favor of Human Contact (p.687)
Day 16	- Innovation, Adoption, Resistance and Diffusion - Symbolic Consumer Behaviour Group Presentation (Group 10 & Other Groups)	Chapter 15-16 (Hoyer, MacInnis, Pieters)	Case: Will Consumers Pay with Their Phones? Case: It is Brewing: Single-Serve Coffeemakers Are Hot Case: Spin It Again: The Vinyl LP Is Back Case: Bicycles: More than Pedal Power
Day 17	Making, Ethics, and Social Responsibility Exam Review	Chapter 17 (Hoyer, MacInnis, Pieters)	Case: Pepsi Refresh Pours on the Community Grants Case: Marketing Baby Carrots Like Junk Food
Day 18	Group Presentation		



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Day 19	Group Presentation		
Day 20	Final Exam		