



BU527 Consumer Behaviour (Postgraduate)

Instructor Information	Shengmin Liu Email: liushengmin@usst.edu.cn Home Institution: University of Shanghai for Science and Technology Office Hours: To be determined		
Term	June 27, 2022 - July 22, 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)	Michael R. Solomon. Consumer Behavior: Buying, Having, and Being, Global Edition, 12th Edition. Pearson.		
Prerequisite	N/A		



Course Overview

This course aims to help students apply 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. Most 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 tension on the complexity and trend of consumer behavior. Specific Chinese societal contextual factors and other West countries culture will be compared to improve students' awareness of the local cultural and global factors' influence on consumer behavior. Apart from recorded lecture, regular online interactive exchange could support better students' learning and apply related theory to research one kind of specific consumption behavior.

This course will use materials from a range of different sources, including recommended textbook, academic papers, popular business/practical magazine articles, and news. Most importantly, academic papers from top journal will be main materials to familiarize students in scientific research method.

Students are also expected to contribute to class discussion and exchange with their first-hand materials, experiences and other materials.

Learning Outcomes

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

1. Identify and prove factors which influence consumer behavior;
2. Demonstrate how knowledge can be applied to consumption behavior decision;
3. Display critical thinking and problem research method;
4. Synthesize information and existing problem from a number of academic sources and experiences;
5. Effectively prepare an empirical study on consumer behavior issues within a specific context;
6. Deliver an oral presentation in a professional and engaging manner.



Grading Policy

Individual Marketing Report	30%
Final project (paper presentation)	60%
Daily Performance	10%

Individual Marketing Report – Throughout this course—as you observe a store 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 turn that into a research question. Eventually finish a research report on your topic with questionnaire or interview survey in the store. These should be personally relevant or meaningful or interesting in consumption behavior. The report should be 3-page in length. The report will be graded based on objectivity 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 an academic paper from top journal in the last class. Working in your group, you are required to make a 20-minute PowerPoint presentation (including discussion) including an overview of idea presentation, how it describe this research problem, how this question might be design in a theoretical model, how authors would test this question experimentally or other method, and what the implications might be. Be prepared to explanation 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. [60% of grade]

Participation in each class will be noted with 10% 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 of literatures and contribute in a very significant way to ongoing discussions. [10% 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
Day 1	Introduction to Consumer Behavior	Ch.1
Day 2	Consumer Experiencing Variance on Well-being	Ch.2
Day 3	Perception VS Habit	Ch.3 and Habit Consumption Paper
Day 4	Learning and Memory Experiment	Ch.4 and Experiment Design
Day 5	Comparative Effect of Motivation and Affect	Ch.5
Day 6	The Self: Mind, Gender, and Body	Ch.6
Day 7	Personality, Lifestyles, and Values	Ch.7
Day 8	Attitudes & Persuasive Communications	Ch.8
Day 9	Decision Making Process Discussion	Ch.9
Day 10	Buying, Using and Disposing	Ch.10
Day 11	Groups and Social Media	Ch.11
Day 12	Income and Social Class Specification Discussion	Ch.12
Day 13	Subculture Difference Influence	Ch.13
Day 14	Culture Effect on Consumption	Ch.14
Day 15	Brief Research Review for Consumption Behavior	Literature Review
Day 16	Consumer Behavior in COVID-19	Special Issue Discussion
Day 17	Anti-Consumption Effect	Literatures Discussion
Day 18	Prosocial and Individual Consumption	Literatures Discussion
Day 19	Green Consumer Behavior	Literatures Discussion
Day 20	Final project presentation	