

MScMIB Programme
Department of Marketing and International Business, Lingnan University
Course Description and Schedule
1st Term 2023-2024

MIB501 – CONSUMER BEHAVIOUR

Instructor: Prof. Patrick Poon

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Office: SEK209/3

Office Hours: Wed 2:30-4:30pm & Thur 10:30am-12:30pm

Time and Venue: Fri 10:00am-1:00pm MBG06

Brief Course Description:

The purpose of this course is to examine the available theories and research concerning the psychology and decision-making process of a consumer. We will take the perspective of a marketing manager who needs knowledge of consumer behaviour in order to develop, evaluate, and implement effective marketing strategies. Concepts and theories from the behavioural sciences will be examined.

We will focus on creatively using these ideas to understand peoples' consumption-related behaviours, and to develop and evaluate marketing strategies intended to influence those behaviours. In practical terms, we will address questions such as: What kinds of marketing stimuli do consumers notice? What motivates consumers? How can we aid consumer memory for our brand name and product features? How can we get consumers to choose our products over competitors? How and why do consumers in different cultures react differently to the same marketing stimulus? In addressing questions such as these, this course will give the participating students an appreciation of how getting inside the mind of the consumer enables the marketing manager to design better marketing strategies, with a particular emphasis on effective communication tactics.

Aims:

This course approaches consumer behaviour from a managerial perspective. It helps students:

1. comprehend the concepts and theories of consumer behaviour, including learning and perception, motivation and values, lifestyles and attitude, decision and choice strategies, and responses to marketing communications;
2. understand how these consumer behaviour concepts and models can be used to design and maintain effective marketing strategies;
3. apply the basic research techniques for measuring consumer behaviour of interest to marketers;
4. analyse, understand and interpret basic consumer research findings for managerial decision making;
5. function well in a team environment to develop effective solutions to consumer related problems.

Learning Outcomes:

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

1. understand the basic conceptual frameworks of social sciences that inform consumer behaviour as an academic discipline and an applied area (LO1);
2. comprehend the key concepts and theories of consumer behaviour (LO2);
3. appreciate how organizational and consumer decision making are similar and different (LO3);
4. apply the basic research techniques for measuring consumer behaviour of interest to marketers (LO4);
5. analyse and interpret basic consumer research findings for managerial decision making in a group decision environment (LO5).

Indicative Content:

- ***Foundations of Consumer Behaviour:*** consumers' impact on marketing strategy, marketing's impact on consumers.
- ***Internal Influences on Consumer Behaviour:*** perception, learning and memory, motivation and affect, the self, personality, lifestyles and values.
- ***Choosing and Using Products:*** attitudes and persuasive communications, and consumer decision making process.
- ***Consumers in Their Social and Cultural Settings:*** group influences and social media, and cultural influences.

Teaching Method:

This course consists of lectures and tutorials on text materials, discussion of current issues in consumer research and marketing, and application of the concepts and theories to real world situations through class exercises, individual assignment, case analyses and group project.

Measurement of Learning Outcomes:

1. Outcomes-based continuous assessment requires students individually or in groups to explain the applications of concepts, theories and principles of consumer behaviour in real life problem situations.
2. Group project requires students to review recently published trade and academic articles concerning specific concepts and practices in consumer behaviour. Students in groups are then expected to discuss the applications of those concepts and practices in real business scenario.
3. Class exercises and individual assignment are used to test students' understanding of specific concepts and practices underlined by trade and academic articles.
4. Final examination specifically requires students to apply knowledge and past learning in addressing the case and examination questions.

Specific Assessment Method	Weighting	Learning Outcomes				
		LO1	LO 2	LO 3	LO 4	LO 5
Individual Assignment	20%	√	√	√	√	
Class Participation	10%	√	√	√		√
Group Project	30%	√	√	√	√	√
<i>Project Presentation (15%)</i>						
<i>Project Report (15%)</i>						
Final Examination	40%	√	√	√	√	
TOTAL	100%					

Assessment:

The final letter grade for the course is based on the following distribution:

Continuous Assessment:	60%
<i>Individual Assignment -</i>	<i>20%</i>
<i>Class Participation -</i>	<i>10%</i>
<i>Group Project -</i>	<i>30%</i>
Final Examination:	<u>40%</u>
Total:	100%

**Students shall be aware of the University regulations about dishonest practice in course work and the possible consequences as stipulated in the Regulations Governing University Examinations. Academic dishonesty and plagiarism will automatically result in a failing grade.*

Required/Essential Reading:

Solomon, Michael R. (2020), *Consumer Behavior: Buying, Having, and Being*, 13th Edition, Pearson Education.

Recommended Readings and Internet Websites:

Schiffman, L. and Wisenblit, J. (2019), *Consumer Behavior*, 12th Edition, Pearson Education (for Chapter 16: Consumer Research).

Journal of Consumer Research

Journal of Consumer Psychology

Journal of Consumer Marketing

Journal of Marketing

Journal of Marketing Management

Journal of the Academy of Marketing Science

Association for Consumer Research (ACR): <https://www.acrwebsite.org>

Consumer Council: <https://www.consumer.org.hk/en>

Course Requirements and Assessment Criteria:

This course consists of lectures and tutorials on text materials, discussion of current issues in consumer research and marketing, and application of the concepts and theories to real world situations through case analyses. The textbooks provide the bulk of the materials you will study. Additional readings are provided in class that supplement and elaborate the basic concepts presented in the textbooks. All students are encouraged to actively participate in class discussions by asking and answering questions and by offering ideas and suggestions. It is critical that you *READ* and *THINK ABOUT* the assigned material *PRIOR* to each class. This is your key responsibility. In this way, we are all more likely to have an interesting learning experience at each meeting.

Assessment:

All students are expected to finish the required readings and assignments before coming to the class. You are required to work as a team (6-7 members). All group members should attend the scheduled meetings and contribute to discussion, analysis and writing of assignments. We feel strongly that students can learn a great deal by working on exercises in class and doing projects outside of class. That is why there are class exercises as well as both individual assignment and group project for this course. Individual assignment usually requires 6-8 hours of preparation time, whereas the more demanding group project would require many hours of team effort and a formal report and presentation.

1. Individual Assignment

One individual assignment intended to illustrate important concepts and procedures (such as Zaltman Metaphor Elicitation Technique) will be assigned. It will give you direct experience in using the theoretical concepts we cover in class. The amount of reading and the effort necessary to prepare this assignment is moderate. The assignment is due on **27 October 2023** and should be around 11 - 14 pages in length (typewritten, A4 size, font 12, double spaced).

2. Group Project

Each group will be required to study a real-world consumer product or service. You may choose an interesting problem that has been encountered by a firm or industry. Your group should analyse, evaluate, and criticize the marketing strategy in terms of the consumer behaviour concepts and theories we have covered in class. You should assess the rationale behind the marketing effort, integration of behaviour theory, environment, consumer analysis and overall strategy, its originality and unique competitive strengths, and other meritorious aspects of the overall marketing program. Each project group is responsible for a 25-minute presentation (followed by a 5-min Q&A session). A succinct management report of 18 to 20 pages (typewritten, A4 size, font 12, double spaced) is due on **11 December 2023**.

3. Class Participation

You are encouraged to participate in class discussions and activities for the enhancement of the understanding of consumer buying behaviour and other related issues. However, one

will lose participation marks for low attendance, consistent lateness and disturbing behaviour.

4. Final Examination

There will be a two-hour written examination at the end of the academic term. Most of the materials taught in the course will be covered.

Peer Evaluation

To evaluate individual contribution to the group project, a peer evaluation will be conducted at the end of the term. Each team member is required to fill in a peer evaluation form to assess group members' performance. Ideally, all members of each group will receive the same score. However, some individuals may be assigned different marks if there are consistently poor group work and contributions. Therefore, you should make your group work effectively to ensure the delivery of high quality output.

Remarks

Course materials can be obtained from the Moodle learning platform.

You should take note of all announcements made in class or via the Moodle/email system. From time to time, your instructor will keep you updated about the class activities and assignments.

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Course Schedule (1st Term, 2023-24)

<u>Week</u>	<u>Topics</u>	<u>Activities</u>	<u>Chapter</u>
Week 1 (8 Sep)	Introduction to Consumer Behaviour	An overview of the field of consumer behaviour <i>Course overview and requirements</i> Article 1 – “Impact of Covid-19 on Consumer Behavior: Will the Old Habits Return or Die?”, Sheth (2020), <i>Journal of Business Research</i> , 117, 280-283.	1
Week 2 (15 Sep)	Perception	Discuss how consumers select, organise and interpret the information Case 1 - A Lush Treat for the Senses Article 2 – “Measuring Consumers’ Luxury Value Perception: A Cross-Cultural Framework”, Wiedmann et al. (2007), <i>Academy of Marketing Science Review</i> , 7, 1-21.	3
Week 3 (22 Sep)	Learning and Memory	Discuss how consumers learn about products and services, and how our memories store information Articles 3 & 4 – “Consumer Learning and the Effects of Virtual Experience Relative to Indirect and Direct Product Experience”, Daugherty et al. (2008), <i>Psychology & Marketing</i> , 25(7), 568-586. “Mapping the Mind of the Mobile Consumer Across Borders: An Application of the Zaltman Metaphor Elicitation Technique”, Sugai (2005), <i>International Marketing Review</i> , 22(6), 641-657.	4
Week 4 (29 Sep)	Motivation and Affect	Understand consumer motivation, affective responses and involvement Articles 5 & 6 – “A Social Influence Model of Consumer Participation in Network- and Small-Group-Based Virtual Communities”, Dholakia et al. (2004), <i>International Journal of Research in Marketing</i> , 21(3), 241-263. “Consumer Reactions to Corporate Social Responsibility Brands: The Role of Face Concern”, Wan et al. (2016), <i>Journal of Consumer Marketing</i> , 33(1), 52-60.	5
Week 5 (6 Oct)	The Self	Explore how consumers view themselves and how different selves affect what consumers do, want and buy. Case 2 - L’Oreal Age Perfect – Because They’re Worth It	6
Week 6 (13 Oct)	Personality, Lifestyles and Values	Understand how individual personalities influence decisions Article 7 – “Product Personality and its Influence on Consumer Preference”, Govers and Schoormans (2005), <i>Journal of Consumer Marketing</i> , 22(4), 189-197.	7

Week 7 (20 Oct)	Attitudes and Persuasive Communications I	Understand the components of an attitude, how attitudes are formed, and how they can be measured Case 3 - Benetton and its Advertising	8
Week 8 (27 Oct)	Attitudes and Persuasive Communications II	Discuss how attitudes can be changed by marketers Articles 8 & 9 – “United Colors of Benetton – From Sweaters to Success: An Examination of the Triumphs and Controversies of a Multinational Clothing Company”, Barela (2003), <i>Journal of International Marketing</i> , 11(4), 113-128. “The Link between Cross-Cultural Value Associations and Liking: The Case of Benetton and its Advertising”, Polegato and Bjerke (2006), <i>Journal of Advertising Research</i> , 46(3), 263-273. Individual Assignment due: 27 Oct (Fri)	8
Week 9 (3 Nov)	Decision Making	Discuss the steps consumers undergo when making a decision; examine the issues related to collective decision making Case 4 - P&G and the Moments of Truth Article 10 – “Consumer Decision-Making Styles on Domestic and Imported Brand Clothing”, Wang et al. (2004), <i>European Journal of Marketing</i> , 38(1/2), 239-252. Tutorial on Consumer Research Articles 11 & 12 – “Conducting Field Research in Subsistence Markets, with an Application to Market Orientation in the context of Ethiopian Pastoralists”, Ingenbleek et al. (2013), <i>International Journal of Research in Marketing</i> , 30(1), 83-97. "Attributions on Dissatisfying Service Encounters: A Cross-Cultural Comparison between Canadian and PRC Consumers", Poon et al. (2004), <i>European Journal of Marketing</i> , 38(11/12), 1527-1540.	9
Week 10 (10 Nov)	Buying, Using and Disposing	Understand how situational effects and shopping experience affect consumer behaviour Article 13 – “Utilitarian and Hedonic Motivators of Shoppers’ Decision to Consult with Salespeople”, Haas and Kenning (2014), <i>Journal of Retailing</i> , 90(3), 428-441. Brief Presentation of Group Project Proposal	10

Week 11 (17 Nov)	Group Influences and Social Media	<p>Examine the influence of other people, groups and social media on consumer decision</p> <p>Case 5 - Procter & Gamble: Febreze</p> <p>Articles 14 & 15 – “‘The Influence of Familial and Peer-Based Reference Groups on Consumer Decisions”, Childers and Rao (1992), <i>Journal of Consumer Research</i>, 19(2), 198-211.</p> <p>“Effects of Word-of-Mouth Versus Traditional Marketing: Findings from an Internet Social Networking Site”, Trusov et al. (2009), <i>Journal of Marketing</i>, 73(5), 90-102.</p>	11
Week 12 (24 Nov)	Subcultures and Culture	<p>Investigate the impact of subcultures and culture on consumer behaviour</p> <p>Articles 16 & 17 – “Signaling Status with Luxury Goods: The Role of Brand Prominence”, Han et al. (2010), <i>Journal of Marketing</i>, 74(4), 15-30.</p> <p>“The Effect of COVID-19 on Consumer Shopping Behaviour: Generational Cohort Perspective”, Eger et al. (2021), <i>Journal of Retailing and Consumer Services</i>, 61: 102542, 1-11.</p>	13, 14
Week 13 (1 Dec)	<i>Group Project</i>	<i>Group Project Presentation I</i>	-
Week 14 (8 Dec)	<i>Group Project, Course Review and Exam Briefing</i>	<p><i>Group Project Presentation II</i></p> <p><i>Group Project Report due: 11 Dec (Mon)</i></p>	-