

CONSUMER BEHAVIOR

Course Syllabus

1. General Information

Course name: Consumer behavior

Course code: MAR

Number of credits: 3

Faculty: Marketing

Instructors:

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2. Objectives

This course aims to provide students with a more comprehensive view regarding final consumers. Students will learn how to look deeper into consumers' world by focusing on the psychological, sociological and cultural aspects of consumption.

3. Abstract

This course provides an examination of the psychological and sociological factors affecting buying behavior. Students will learn about various external and internal influences affecting the field of consumer behavior. Such influences include cross-cultural variations, subcultural impacts, perception, learning, motivation, attitude, and self-concept, among others.

4. Teaching and learning methods

Lectures: 34h

In class discussion & practice: 10h

Individual reading: 1h

5. Prerequisites

Principles of marketing

6. Learning Outcomes

1. Understand the foundations of consumer behavior.
2. Be able to identify external and internal factors affecting consumer behavior.
3. Understand how to apply consumer decision making process.
4. Understand consumers in their social cultural settings

7. Assessment Criteria

Learning outcomes On successful completion of this course a student will:	Assessment criteria for pass the student can:
LO1 Understand the foundations of consumer behavior.	<ul style="list-style-type: none"> • Understand how to define consumer behavior. • Understand consumer well being
LO2 Be able to identify external and internal factors affecting consumer behavior.	<ul style="list-style-type: none"> • Understand Perception • Understand learning and memory • Understand motivation and affect • Understand the Self: mind, gender and body • Understand personality, lifestyles, values
LO3 Understand how to apply consumer decision making process.	<ul style="list-style-type: none"> • Understand attitudes and persuasive communications • Understand decision making of consumer • Understand buying, using and disposing
LO4 Understand consumers in their social cultural settings	<ul style="list-style-type: none"> • Understand group influences and social media • Understand income and social class • Understand culture and subcultures

8. Outlines

Chapter 1: Buying, Having, and Being: An Introduction to Consumer Behavior

- 1.1 Consumer behavior: people in the marketplace
- 1.2 Consumers are different! how we divide them up
- 1.3 Marketing's impact on consumers
- 1.4 What does it mean to consume?
- 1.5 The global "always-on" consumer
- 1.6 Consumer behavior as a field of study
- 1.7 Consumer trends: keep ahead to keep up

Chapter 2: Consumer Well-Being

- 2.1 Business ethics and consumer rights
- 2.2 Consumers' rights and product satisfaction
- 2.3 Major policy issues relevant to consumer behavior
- 2.4 The dark side of consumer behavior

Chapter 3: Perception

- 3.1 Sensation
- 3.2 The stages of perception

3.3 Personal selection factors

3.4 Stimulus organization

Chapter 4: Learning and Memory

4.1 How do we learn?

4.2 Cognitive learning theory

4.3 Memory

Chapter 5: Motivation and Affect

5.1 The motivation process: why ask why?

5.2 Affect

5.3 Consumer Involvement

Chapter 6: The Self: Mind, Gender and Body

6.1 The Self

6.2 Gender Identity

6.3 The Body as Product

Chapter 7: Personality, Lifestyles, and Values

7.1 Personality

7.2 Brand Personality

7.3 Lifestyles and Consumer Identity

7.4 Psychographics

7.5 Values

Chapter 8: Attitudes and Persuasive Communications

8.1 The power of attitudes

8.2 How do we form attitudes?

8.3 Persuasion: how do marketers change attitudes?

Chapter 9: Decision Making

9.1 What's your problem?

9.2 Cognitive decision making

9.3 Cognitive decision making

9.4 Priming and nudging

Chapter 10: Buying, Using, and Disposing

10.1 Situational effects on consumer behavior

- 10.2 The shopping experience
- 10.3 Ownership and the sharing economy
- 10.4 Post purchase satisfaction and disposal

Chapter 11: Group Influences and Social Media

- 11.1 Groups
- 11.2 Collective decision making: how groups influence what we buy
- 11.3 The intimate corporation: family decision making
- 11.4 Word-of-mouth communication
- 11.5 Opinion leadership
- 11.6 Social media: the horizontal revolution

Chapter 12: Income and Social Class

- 12.1 Income and consumer identity
- 12.2 Social class and consumer identity
- 12.3 Status symbols and social capital

Chapter 13: Subcultures

- 13.1 Ethnic and racial subcultures
- 13.2 Subcultural stereotypes
- 13.3 Subcultural stereotypes
- 13.4 The family unit and age subcultures
- 13.5 Place-based subcultures

Chapter 14: Cultures

- 14.1 Cultural systems
- 14.2 Cultural stories and ceremonies
- 14.3 Sacred and profane consumption
- 14.4 The diffusion of innovations
- 14.5 The fashion system
- 14.6 Global Consumer Culture

9. Required Textbooks

Solomon, M.R. (2016), Consumer Behavior: Buying, Having, and Being, 12th edition, Pearson

10. Suggested Textbooks

Parsons, E., Maclagan, P. and Chatzidakis, A. (2018), Contemporary Issues in Marketing

and Consumer Behavior, Routledge.

Hawkins, D. I. and Mothersbaugh, D. L. (2013), Consumer Behavior: Building Marketing Strategy, McGraw-Hill.

11. Schedule

Slot	Main contents	Specific contents and activities	Student's tasks
1	Chapter 1: Buying, Having, and Being: An Introduction to Consumer Behavior	<p>Course introduction: outline and schedule, assessment overview, course materials and guide on assignments, assessment criteria</p> <p>1.1 Consumer behavior: People in the Marketplace</p> <p>1.2 Consumers are different! How we divide them up</p> <p>1.3 Marketing's impact on Consumers</p> <p>1.4 What does it mean to consume?</p> <p><u>Activity:</u> Discuss case study</p>	Before class:
2	Chapter 1: Buying, Having, and Being: An Introduction to Consumer Behavior	<p>1.5 The global "Always-On" Consumer</p> <p>1.6 Consumer behavior as a field of study</p> <p>1.7 Consumer trends: Keep ahead to keep up</p> <p><u>Activity</u> Discuss case study</p>	Reading: Chapter 1 and case study
3	Chapter 2: Consumer Well-Being	<p>2.1 Business Ethics and Consumer Rights</p> <p>2.2 Consumers' rights and product satisfaction</p> <p><u>Activity</u> Discuss case study</p>	Reading: Chapter 2 and case study
4	Chapter 2: Consumer Well-Being	<p>2.3 Major policy issues relevant to consumer behavior</p> <p>2.4 The dark side of consumer Behavior</p> <p><u>Activity</u> Discuss case study</p>	Reading: Chapter 2 and case study

Slot	Main contents	Specific contents and activities	Student's tasks
5	Chapter 3: Perception	3.1 Sensation 3.2 The Stages of perception 3.3 Personal selection factors 3.4 Stimulus organization <u>Activity</u> Discuss case study	Reading: Chapter 3 and case study
6	Chapter 4: Learning and Memory	4.1 How do we learn? 4.2 Cognitive learning theory 4.3 Memory <u>Activity</u> Discuss case study	Reading: Chapter 4 and case study
7	Chapter 5: Motivation and Affect	5.1 The motivation process: Why ask why? 5.2 Affect 5.3 Consumer involvement <u>Activity</u> - Discuss case study - Answer students' questions on assignment	Reading: Chapter 5 and case study
8	Chapter 6: The Self: Mind, Gender and Body	6.1 The Self 6.2 Gender Identity 6.3 The body as product <u>Activity</u> Discuss case study	Reading: Chapter 6 and case study
9	Chapter 7: Personality, Lifestyles, and Values	7.1 Personality 7.2 Brand personality 7.3 Lifestyles and consumer identity 7.4 Psychographics 7.5 Values <u>Activity</u> - Discuss case study - Answer students' questions on assignment	Reading: Chapter 7 and case study
10	Chapter 7: Personality,	7.4 Psychographics 7.5 Values	

Slot	Main contents	Specific contents and activities	Student's tasks
	Lifestyles, and Values	<u>Activity</u> <ul style="list-style-type: none"> - Discuss case study - Answer students' questions on assignment 	
11	Chapter 8: Attitudes and Persuasive Communications	8.1 The power of attitudes 8.2 How do we form attitudes? 8.3 Persuasion: How do marketers change attitudes? <u>Activity</u> <ul style="list-style-type: none"> - Discuss case study - Answer students' questions on assignment 	Reading: Chapter 8 and case study
12	Chapter 9: Decision Making	9.1 What's your problem? 9.2 Cognitive decision making 9.3 Cognitive decision making 9.4 Priming and nudging <u>Activity</u> <ul style="list-style-type: none"> - Discuss case study - Answer students' questions on assignment 	Reading: Chapter 9 and case study
13	Chapter 9: Decision Making	9.3 Cognitive decision making 9.4 Priming and nudging <u>Activity</u> <ul style="list-style-type: none"> - Discuss case study - Answer students' questions on assignment 	Reading: Chapter 9 and case study
14	Chapter 10: Buying, Using, and Disposing	10.1 Situational effects on consumer Behavior 10.2 The shopping experience 10.3 Ownership and the sharing economy 10.4 Post purchase satisfaction and disposal <u>Activity</u> <ul style="list-style-type: none"> - Discuss case study - Answer students' questions on assignment 	Reading: Chapter 10 and case study

Slot	Main contents	Specific contents and activities	Student's tasks
15	Chapter 10: Buying, Using, and Disposing Midterm exam	10.3 Ownership and the sharing economy 10.4 Post purchase Satisfaction and Disposal <u>Activity</u> - Reading case study - Ask and answer question - Written exam	Reading: Chapter 10 and case study
16	Chapter 11: Group Influences and social media	11.1 Groups 11.2 Collective decision making: How groups influence what we buy 11.3 The intimate Corporation: family decision making <u>Activity</u> - Discuss case study - Answer students' questions on assignment	Reading: Chapter 11 and case study
17	Chapter 11: Group Influences and social media	11.4 Word-of-mouth communication 11.5 Opinion leadership 11.6 Social media: The horizontal revolution <u>Activity</u> - Discuss case study - Answer students' questions on assignment	
18	Chapter 12: Income and Social Class	12.1 Income and consumer identity 12.2 Social class and consumer Identity 12.3 Status symbols and social capital <u>Activity</u> - Discuss case study - Answer students' questions on assignment	Reading: Chapter 12 and case study
19	Chapter 13: Subcultures	13.1 Ethnic and racial subcultures 13.2 Subcultural stereotypes <u>Activity</u> - Discuss case study - Answer students' questions on assignment	Reading: Chapter 13 and case study

Slot	Main contents	Specific contents and activities	Student's tasks
20	Chapter 13: Subcultures	13.3 Subcultural stereotypes 13.4 The family unit and age Subcultures 13.5 Place-based subcultures <u>Activity</u> - Oral presentation of group assignment by groups of students - Q&A on each presentation - Each oral presentation must not be longer than 15 minutes	
21	Chapter 14: Cultures	14.1 Cultural systems 14.2 Cultural stories and ceremonies 14.3 Sacred and profane consumption 14.4 The diffusion of innovations 14.5 The Fashion system 14.6 Global consumer culture <u>Activity</u> - Oral presentation of group assignment by groups of students - Q&A on each presentation - Each oral presentation must not be longer than 15 minutes	Reading: Chapter 14 and case study
22	Chapter 14: Cultures General review and discussion	14.4 The Diffusion of innovations 14.5 The fashion system 14.6 Global consumer culture <u>Activity</u> Give a general review of the course's contents and discussion	

12. Grading Policy

	Assignment	Importance
1	Class participation/In class activities	10%
2	Midterm exam (individual)	10%
3	Group assignment	30%
4	Final exam (individual)	50%

Class participation

Note: Punctual and regular attendance is a minimum expectation for this course. The students must not be absent more than 20% of total scheduled learning slots.

Midterm exam

In the 15th slot, students will be given a case study/a scenario with some relevance to the consumer behavior topics being discussed, and be asked to discuss or explain their point of view in a limited amount of class time

Group Assignment

This assignment encourages students to apply knowledge and develop skills in Consumer Behavior in a real case to become familiar with the reality of Consumer Behavior activities. The group research assignment requires student to work with other members in an assigned group to conduct a real market research project and present a report. There are two options:

(1) Learners will choose or be assigned a behavior practice and investigate how consumers make purchase decision. (2) Learners apply the knowledge learned about consumer behavior to analyze the relevance, success/failure of this ad piece/campaign. As a result of the group project, each group must deliver a report and present on class. The oral presentation should take place in the 20th, 21st slot of the course.

Final exam

The final exam consists of two to three essay questions that might be related to any topic related to consumer behavior in the course.