

## Consumer Behaviour IOM-ISS203

### *Course Description*

This course focuses upon understanding consumer decision-making processes and the various factors that influence these processes. It will present relevant material drawn from psychology, anthropology, social and behavioural sciences within the framework of the consumer decision process and its main influencing factors.

### *Course Objectives and Learning Outcomes*

1. Discuss the rationale for studying consumer Behaviour.
2. Identify and explain factors which influence consumer Behaviour inclusive of society and culture.
3. Demonstrate how knowledge of consumer Behaviour can be applied to marketing.
4. Display critical thinking and problem-solving skills
5. Gain, evaluate and synthesize information and existing knowledge from a number of sources and experiences

### *Required Texts*

Consumer Behaviour: Buying, Having Being, 4<sup>th</sup> Edition by Michael R. Solomon, Rebekah Russell-Bennett, Josephine Previte

### *Prerequisite*

C or above in Marketing Principles or permission of the instructor

### *Course Requirements*

During the term, there will be four quizzes (20%), two midterm exam (20%), one final exam (30%) and four case studies (20%), Responses and questions around class readings and participation so make sure you are there and prepared (10%).

### *Evaluation and Grading*

|    |        |    |       |    |       |
|----|--------|----|-------|----|-------|
| A  | 93-100 | B- | 80-82 | D+ | 67-69 |
| A- | 90-92  | C+ | 77-79 | D  | 63-66 |
| B+ | 87-89  | C  | 73-76 | D- | 60-62 |
| B  | 83-86  | C- | 70-72 | F  | 0-59  |

## *Course Hours*

The course has 20 class sessions in total. Each class session is 150 minutes in length, for a total of 3000 minutes of in-class time. Students are expected to study at least 12 hours per week outside of class. The University awards 4 credits for this course. Different universities may count course credits differently. Consult officials at your own home institution.

## *Exams:*

During the course, two midterm and one final exam will be given. There will be multiple choices and short answer questions in the exam. The final exam will be cumulative.

## *Quizzes:*

There will be four quizzes throughout the term to test your knowledge learn during the week. No make up quizzes will be allowed, so make sure you come to classes to take the quizzes. The quizzes will be given randomly during the week.

## *Case Studies*

There will be four case studies that are related to the material you learn in the course to help to better understand and apply the knowledge in to practice.

## *Attendance*

Students are expected to attend all class lectures to be successful in this course. Occasionally, due to illness or other unavoidable circumstance, a student may need to miss a class. The University's policy requires a medical certificate to be excused. Any absence may impact on the student's grade. Moreover, **the University's policy is that a student who has more than 3 absences will fail the course. Arriving late or leaving early will count as a partial absence.**

## *Academic Honesty*

The University expects all students to do their own work. Instructors will fail assignments that show evidence of plagiarism or other forms of cheating and will also report the student's name to the University administration. A student reported to the University for cheating is placed on disciplinary probation; a student reported twice is suspended or expelled.

## *Disability Accommodation*

Any student who needs special accommodation due to the impact of disability should inform the University within 10 days before the program starts.

### *Tentative Schedule*

| Lecture       | Contents   | Readings and Assignments   |
|---------------|--|--|
| Lecture 1-2   | <ul style="list-style-type: none"> <li>• Overview of the course</li> <li>• Buying, having and being</li> <li>• Consumer and social well-being</li> <li>• Quiz 1</li> </ul> | <ul style="list-style-type: none"> <li>• Chapter 1-2</li> <li>• Additional Readings</li> </ul>   |
| Lecture 3-4   | <ul style="list-style-type: none"> <li>• Perception</li> </ul>   | <ul style="list-style-type: none"> <li>• Chapter 3</li> <li>• Additional Readings</li> </ul>     |
| Lecture 5-6   | <ul style="list-style-type: none"> <li>• Learning and memory</li> <li>• Quiz 2</li> <li>• Case Study 1</li> </ul>  | <ul style="list-style-type: none"> <li>• Chapter 4</li> <li>• Additional Readings</li> </ul>     |
| Lecture 7-8   | <ul style="list-style-type: none"> <li>• Personality</li> <li>• Motivation and values</li> </ul>   | <ul style="list-style-type: none"> <li>• Chapter 5-6</li> <li>• Additional Readings</li> </ul>   |
| Lecture 9-10  | <ul style="list-style-type: none"> <li>• Review</li> <li>• Midterm 1</li> </ul>  |  |
| Lecture 11-12 | <ul style="list-style-type: none"> <li>• The Self: mind, gender and body</li> <li>• Attitudes and attitude change</li> <li>• Quiz 3</li> <li>• Case Study 2</li> </ul>     | <ul style="list-style-type: none"> <li>• Chapter 7-8</li> <li>• Additional Readings</li> </ul>   |
| Lecture 13-14 | <ul style="list-style-type: none"> <li>• Individual decision making</li> <li>• Buying and disposing</li> <li>• Quiz 4</li> <li>• Case Study 3</li> </ul>                   | <ul style="list-style-type: none"> <li>• Chapter 9-10</li> <li>• Additional Readings</li> </ul>  |
| Lecture 15-16 | <ul style="list-style-type: none"> <li>• Group and social influence</li> <li>• Subcultures: ethnicity, religion and age</li> <li>• Midterm 2</li> </ul>                    | <ul style="list-style-type: none"> <li>• Chapter 11-12</li> <li>• Additional Readings</li> </ul> |
| Lecture 17-18 | <ul style="list-style-type: none"> <li>• Subcultures: lifestyle, income and social class</li> <li>• Case Study 4</li> </ul>  | <ul style="list-style-type: none"> <li>• Chapter 13</li> <li>• Additional Readings</li> </ul>    |
| Lecture 19-20 | <ul style="list-style-type: none"> <li>• The culture of consumption</li> <li>• Review</li> <li>• Final Exam</li> </ul>   | <ul style="list-style-type: none"> <li>• Chapter 14</li> <li>• Additional Readings</li> </ul>    |

*Please note the schedule is subject to change*