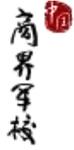




PHBS

北京大学汇丰商学院



MGT561
CONSUMER BEHAVIOR
4th Module, 2021 - 2022
Course Information

Instructor: Jooyoung Park

Office: PHBS Building, Room 644

Phone: 86-755-2603-3621

Email: jpark@phbs.pku.edu.cn

Office Hour: Mon & Thu, 10:30am – 12:20pm or by appointment

Teaching Assistant: TBD

Classes:

Lectures: Mon & Thu, 8:30am – 10:20am

Venue: zoom & classroom

1. Course Description

1.1 Context

Course overview:

Course overview: We are all consumers. We buy groceries, cell phones, and houses. We also purchase services ranging from bank accounts to educations. Although consumers have similar needs, they may choose different products or brands. This is because consumers are intrinsically different from one another, and they are also influenced by various situational factors. Then, what marketers or companies should do to effectively communicate with consumers and influence their behavior?

In this course, you will learn how and why consumers behave the way that they do. You will learn about theories developed in marketing, psychology and other behavioral sciences to understand consumer behavior. You will also acquire experience in applying these theories to real-world consumer behavior problems and drawing managerial implications. Furthermore, you will apply theories to better understand cultural differences, especially Chinese consumers. Several different kinds of materials and approaches will be used to meet these learning objectives.

Prerequisites: Marketing Management (MGT 560)

1.2 Textbooks and Reading Materials

TEXTBOOK

Consumer Behavior (2018, 7th edition) by Wayne D Hoyer, Deborah J Macinnis, Rik Pieters. Cengage Learning, ISBN-13: 978-1305507272

CASES

Case readings will be announced and uploaded on CMS.

JOURNAL ARTICLES AND NEWS

Journal articles and recent news from the popular business press will be used throughout the module. The journal articles will help you develop a deeper insight into selected topics and methods of consumer behavior research. A journal list will be announced in the 2nd class, and the articles will be uploaded on CMS. Business news articles will give you the opportunity to apply conceptual framework to current real-world consumer behavior problems. News articles will be distributed in class. Cases and journal articles can be changed to reflect class demands and announced in class

RECOMMENDED READING

- Kahneman, D. Thinking Fast and Slow.
- Underhill, P. Why We Buy.
- Petty, R. E. & Cacioppo, J. T. Attitudes and Persuasion: Classic and Contemporary Approaches.
- Richard T. & Sunst C. Nudge

NEWS ARTICLES

Recent news from the popular business press will be used throughout the module. The business news articles will give you opportunities to apply conceptual frameworks to current real-world marketing problems. Students are required to read and discuss the articles.

2. Learning Outcomes

2.1 Intended Learning Outcomes

| Learning Goals | Objectives | Assessment |
|---|--|-------------------|
| 1. Our graduates will be effective communicators. | 1.1. Our students will produce quality business and research-oriented documents. | Y |
| | 1.2. Students are able to professionally present their ideas and also logically explain and defend their argument. | Y |
| 2. Our graduates will be skilled in team work and leadership. | 2.1. Students will be able to lead and participate in group for projects, discussion, and presentation. | Y |
| | 2.2. Students will be able to apply leadership theories and related skills. | |
| 3. Our graduates | 3.1. In a case setting, students will | |

| | | |
|--|---|---|
| will be trained in ethics. | use appropriate techniques to analyze business problems and identify the ethical aspects, provide a solution and defend it. | |
| | 3.2. Our students will practice ethics in the duration of the program. | |
| 4. Our graduates will have a global perspective. | 4.1. Students will have an international exposure. | |
| 5. Our graduates will be skilled in problem-solving and critical thinking. | 5.1. Our students will have a good understanding of fundamental theories in their fields. | Y |
| | 5.2. Our students will be prepared to face problems in various business settings and find solutions. | Y |
| | 5.3. Our students will demonstrate competency in critical thinking. | Y |

2.2 Course specific objectives

- Help you improve your problem-solving and critical thinking skills
- Give you chances to read academic papers and learn theories in psychology and consumer behavior
- Give you chances to develop your own practical or academic research ideas and conduct research
- Get you exposed to real-world cases of international firms and develop a global perspective
- Help you develop your communication skills through presentations

2.3 Assessment/Grading Details

| WEIGHTS ON COURSE REQUIREMENTS | PERCENTAGE |
|--|-------------------|
| Class Activity & Article Review <i>Written Assignments & Presentations</i> | 20% |
| Case Discussion <i>Written Assignments & Presentations</i> | 30% |
| Term Paper <i>Written Assignments & Presentation</i> | 50% |
| | 100% |

2.4 Academic Honesty and Plagiarism

It is important for a student's effort and credit to be recognized through class assessment. Credits earned for a student work due to efforts done by others are clearly unfair. Deliberate dishonesty is considered academic misconducts, which include plagiarism; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; or altering, forging, or misusing a University academic record; or fabricating or falsifying of data, research procedures, or data analysis.

All assessments are subject to academic misconduct check. Misconduct check may include reproducing the assessment, providing a copy to another member of faculty, and/or communicate a copy of this assignment to the PHBS Discipline Committee. A suspected plagiarized document/assignment submitted to a plagiarism checking service may be kept in its database for future reference purpose.

Where violation is suspected, penalties will be implemented. The penalties for academic misconduct may include: deduction of honour points, a mark of zero on the assessment, a fail grade for the whole course, and reference of the matter to the Peking University Registrar.

For more information of plagiarism, please refer to *PHBS Student Handbook*.

3. Topics, Teaching and Assessment Schedule

Class Participation and Discussion

Class participation is an important part of this class. The learning experience of this course depends on your participation. I expect you to have read the assigned materials prior to class. Your goal should be to prepare consistently for the course, and to participate appropriately in various activities in class – lecture, discussions, group work, etc. It is important for your classmates, and me, to know who you are. Please bring your desk name card during every class in the module.

Please come to class on time and make sure you give yourself enough time to settle down. Remember, if you are not in class, you may miss your opportunity to participate, and this can lead to negative repercussions on your discussion grades.

Whenever you know in advance that you will be absent, please let me know. If you miss class due to a pressing emergency, please provide me with the necessary documentation to excuse your absence. If you need to leave early for something that is an extremely unusual and unavoidable situation, you

should explain your reason for leaving early to the professor ahead of time, and should sit near the door so your departure is not a distraction for others.

Any late submissions or reschedules of presentations are not acceptable. If you miss your presentations or submissions due to absence, you will automatically lose corresponding points.

Article Review

We will discuss journal articles in this class in weeks 1, 3, 5, and 8. For one of the articles assigned each week, you need to summarize it in word. Every week, the instructor will choose several students to present their reviews and critics in class. Everyone will have a chance to discuss each article. You need to write a review in a single page (word), excluding appendix/references. The summary should cover the content of the paper as well as your critics and a research idea extending the paper. The list of the articles will be distributed in class.

Case Analyses

You will work on case analyses in weeks 4 and 7. We will use news articles and (brief) cases to discuss real consumer behavior and apply theories to explain it. In addition, we will discuss brief cases as class activities.

Term Paper

For this assignment, everyone or group (up to 3 persons) will submit three written documents (a one-page proposal, 1st part, and 2nd part) and have one 20-minute presentation. A detailed description of the project and guidelines for presentations will be provided in class. If you work in a group, the instructor will evaluate the work separately for each team member.

You will first submit a proposal on May 19th, 1st part on Jun. 6th, and 2nd part on Jun. 27th. You will also present your work on Jun. 27th. The proposal should be in a single page including topic and specific research questions, and an expected methodology (e.g., survey, lab experiment, etc.). The 1st part should be no more than 10 pages. It should include your motivation, background information, literature review, and a list of specific questions that you want to empirically test. The 2nd part should be no more than 10 pages, and it should include methodology, empirical evidence supporting your ideas (qualitative or quantitative data), and general discussion.

4. Miscellaneous (BUT IMPORTANT)

NO LATE WORK WILL BE ACCEPTED

No late work will be accepted. Late work is defined as any work not turned in when it is collected at the beginning of class on the day it is due. No extra credit work will be allowed since it unfairly gives opportunity to some, but not all, students. Problems arise in life. I understand that. However, you are responsible for reconciling all issues that could adversely affect your (or your group's) grade promptly and professionally. This includes communicating with all affected parties, and doing so in a timely manner. It also includes sparing these parties from dishonesty, laziness, procrastination, or other unacceptable excuses for a lack of performance on your part.

CLASS ROOM POLICIES

Do not use devices such as cell phones and laptops. Please remember that we have a strict academic dishonesty program here. For example, you need to be careful not to plagiarize from other sources. Failure to adhere to these policies will result in a failing grade.

SPECIAL ACCOMMODATIONS

If you have any condition, such as a physical or learning disability, which will make it difficult for you to carry out the work as outlined, or which will require academic accommodations, please notify me during the first week of the course so that you are appropriately accommodated.

Grading Policy

Following the grading policy of PHBS, grades should be awarded in letter grades (e.g., A+, A, ... D, D-, F). Percentage of the distribution of each letter grade is limited. (1) No more than 30% can receive A+, A or A-; (2) No more than 90% can receive B or above.

NOTE

Please note that the information in this syllabus is subject to change, and any changes made to this syllabus will be announced in the class.

CLASS SCHEDULE

| WEEKS | DATES | TOPICS | DUE DATES |
|--------------|--|--|---|
| 1 | May 2 nd May 4 th | Course introduction and overview Understanding Consumer Behavior Research Method – Surveys & Experiments (Chapter 1) | Article discussion (May 4 th) |
| 2 | May 5 th May 9 th | Motivation, Ability, and Opportunity Exposure, Attention, and Perception (Chapters 2 & 3) | Survey and Experiment Design Activity (May 9 th) |
| 3 | May 12 th May 16 th | Attitudes and Persuasion (Chapters 5 & 6) | Article discussion (May 12 th) |
| 4 | May 19 th May 23 rd | Attitudes and Persuasion (Chapters 5 & 6) | Term paper proposal (May 19 th) Case #1 (May 23 rd) |
| 5 | May 26 th May 30 th | Memory Information Search (Chapters 7 & 8) | Article discussion (May 30 th) |
| 6 | Jun. 2 nd Jun. 6 th | Judgment and Decision (Chapters 9 & 10) | 1 st part of term paper (Jun. 6 th) |
| 7 | Jun. 9 th Jun. 13 th | Social and Cultural Influence (Chapter 15) | Case #2 (Jun. 13 th) |
| 8 | Jun. 16 th Jun. 20 th | Cultural Influence (Chapter 15) Online Consumer Behavior (Chapter 16) | Article discussion (Jun. 20 th) |
| 9 | Jun. 23 rd Jun. 27 th | New Topics in Consumer Behavior Term Paper Presentations | 2 nd written assignment submission & presentation (Jun. 27 th) |