

Lingnan University
Department of Marketing & International Business
Second Term 2014-2015

MKT201/MKT3201 – BUYER BEHAVIOUR
Course Description and Schedule

Instructor:	Dr. Ling PENG SEK101/7; 2616-8242; LingPeng@ln.edu.hk
Class Time & Venue:	L1: Monday 11:00am-12:30pm - SEK107 Wednesday 9:30am-11:00am – SEK104
	L2: Wednesday 3 :00pm – 4:30pm – SEK205 Friday 12:30pm – 2:00pm - SEK107
Office Hours:	Monday 2:00pm – 4:00pm; Wednesday 3:00pm – 4:00pm; Friday 2:00pm – 3:00pm

Brief Course Description and Objectives

Prerequisite: BUS2205 Marketing Management or PSY2101 Introduction to Psychology

Marketing begins and ends with the consumers. It attempts to determine consumer needs and provide consumer satisfaction. Virtually all marketing mix decisions would rely on in-depth knowledge of the consumers who comprise the target market. Thus, a clear understanding of the principles, concepts and results of consumer behaviour is critical to successful marketing.

The purpose of this course is to help students understand and analyze buyer behaviour from a marketing manager’s standpoint. This course examines the individual, group as well as environmental factors that influence buyer behaviour and the decision making process. It surveys various concepts, theories and analytical frameworks for explaining and analysing buyer purchase decisions and draws practical implications for marketing strategies. Consumer case study analysis is an essential part of this course.

Learning Outcomes

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

1. Explain the basic conceptual frameworks of social sciences that inform consumer behaviour as an academic discipline and an applied area;
2. Comprehend the concepts and theories of consumer behaviour, including perception and learning, motivation and values, lifestyles and attitude, buyer decision process and choice strategies, and consumer responses to marketing communications, etc.;

3. Appreciate how organizational and consumer decision making are similar and different;
4. Apply the basic research techniques for measuring consumer behaviour of interest to marketers;
5. Analyse, understand and interpret basic consumer research findings for managerial decision making; and
6. Function well in a team environment to develop effective solutions to consumer related problems.

Pedagogy

This course consists of lectures 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.

Indicative Contents

- ***Consumers in the Marketplace:*** consumers' impact on marketing strategy, and marketing's impact on consumers
- ***Consumers as Individuals:*** perception, learning and memory, motivation and global values, the self, personality and psychographics
- ***Consumers as Decision Makers:*** attitude and persuasion, individual and organizational decision making
- ***Consumers and Subcultures:*** groups and social media, social class and lifestyles, subcultural and cultural factors that influence consumer behavior

Textbook

Solomon, Michael R. (2013), *Consumer Behaviour: Buying, Having, and Being*, 10th Edition, Harlow: Pearson Education.

Measurement of Learning Outcomes

1. **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.
 - **Mid-term test** is used to test students' understanding of specific concept, theories and principles of consumer behaviour.
 - **Individual essay** is used to examine students' ability to apply those concepts and theories to analyze a phenomenon of consumer behaviour.
 - **Group project** involving a comprehensive case study requires students to address buyer behaviour issues with related concepts and theories. Students

in groups are expected to review recently published trade and academic article(s) concerning specific concepts and practices in consumer behaviour and discuss the applications of those concepts and practices in their self-selected case.

2. **Final examination** specifically requires students to apply knowledge and past learning in addressing the case and examination questions.

Assessment

1. Mid-Term Test:

There will be midterm test with multiple-choice questions. All students are required to take the test. Make-up test will be given only to those with legitimate reasons and proper documentation.

2. Individual Essay:

Each student will write an essay on an assigned topic related to current trends and developments of consumer behaviour. The length of the essay should be around 1000 words (A4 size, 12 font size, 2-3 page single-spaced, excluding tables and appendices). The essay will be used to assess students' achievement in applying critical thinking skills.

3. Project:

Students in groups are expected to review a recently published academic journal article concerning specific concepts and practices in consumer behaviour and discuss the applications of those concepts and practices in their self-selected case. Each group will be required to identify a real business case (or multiple cases) to illustrate a buyer behaviour issue with related concepts and theories. A list of journal articles will be provided for reference. A project guideline will be distributed in due course.

This learning approach helps improve students' knowledge of consumer information processing, and enhances the understanding of the implications of consumer theories in a business environment. In addition, it provides an opportunity for the students to finesse their written and comprehension skills.

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.

5. Class Participation:

Students are encouraged to participate in class discussions. Occasionally, students will also be required to conduct "informal" exercises related to the understanding of consumer decision processes. However, one will lose participation marks for low attendance, consistent lateness and disturbing behaviour.

Academic dishonesty and plagiarism will automatically result in a failing grade. The final letter grade for the course is based on the following distribution:

(1) Continuous Assessment -	
a. Mid-Term Test	10%
b. Individual Essay	15%
c. Project	20%
d. Class Participation	5%
(2) Final Examination -	<u>50%</u>
Total	100%

Remarks

Course materials can be downloaded from Moodle.

Policy Statements

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.