

**Lingnan University**  
**Department of Marketing and International Business**  
**Course Description and Schedule**  
**Second Term 2019-2020**

## **MKT3201 – BUYER BEHAVIOUR**

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### **Brief Course Description and Objectives**

Prerequisite: BUS205 Marketing Management or PSY2101 Introduction to Psychology No. of credits: Three

This course examines the internal and external factors that influence buyer behavior and the decision-making process. It surveys various concepts, theories and analytical frameworks for explaining and analyzing buyer behavior and draws practical implications for marketing strategies. Consumer case study analysis is an essential part of this course.

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 indepth knowledge of the consumers who comprise the target market. Thus, a clear understanding of the principles, concepts and results of consumer behavior is critical to successful marketing. The purpose of this course is to help students understand and analyze buyer behavior from a marketing manager's standpoint.

### **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 learning and perception, 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. Analyze, 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.

**Indicative Contents:**

- 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.
- External Influences on Consumer Behaviour: group and social media, situational effects, and cultural influences.

**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 and class assignments.

**Measurement of Learning Outcomes**

1. Mid-term test measures students' understanding of specific concepts, theories and principles of consumer behaviour. (LO1-LO4)
2. Group project measures students' ability to think critically by requiring them to apply what they have learned to analyze a consumer behaviour phenomenon or issue. Students are required to present their research findings orally as well as answering questions from audiences. (LO5 and LO6)
3. Individual essay is used to examine students' understanding of specific concepts and practices underlined in the group projects. (LO5)
4. Final examination specifically requires students to apply knowledge and past learning in addressing the case and examination questions. (LO1-LO5)

**Required Textbook**

Solomon, Michael R. (2017), Consumer Behavior: Buying, Having, and Being, 12th Edition, Harlow: Pearson Education.

## Assessment

1. Mid-Term Test: There will be a one-hour quiz with 50 multiple-choice questions (18 Mar 2020, Wednesday, 6:30-7:30pm, Chapter 1, 3-6). All students are required to take the test. Make-up test will be given only to those with legitimate reasons and proper documentation.

2. Group Project: Students need to form groups of 5-6 members each by themselves. Each group will be required to identify a real business case to illustrate a consumer behaviour issue with related concepts and theories. Students in groups are expected to review some selected academic journal articles concerning specific concepts and practices in consumer behaviour and discuss the applications of those concepts and practices in their selected cases. A list of journal articles will be provided for reference.

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. All group members should attend the scheduled meetings and contribute to discussion, analysis and project presentation. A project guideline will be provided in due course.

The students are only required to submit their powerpoint materials just before the presentation. Each presentation will last for 20-25 minutes, followed by a 5-10 minute Q & A session. The exact presentation schedule will be announced in due course.

To evaluate individual contribution, each team member is required to fill in a team evaluation form to assess whether the workload is equitably distributed among the team members.

3. Individual Reflective Essay: Each student is required to write a self-reflective essay regarding what one have learnt and experienced from the group project. The length of the essay should be around 1,000 words. The due date is 4 May 2020, Monday.

4. Final Examination: There will be a 2-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	15%
b. Group Project	20%
c. Individual Reflective Essay	15%
d. Class Participation	5%

(2) Final Examination - 45%

Total 100%

**Remark**

Course materials can be obtained from the Moodle learning platform.

**Recommended Readings and Internet Website:**

Journal of Consumer Research

Journal of Consumer Psychology

Journal of Consumer Marketing

Journal of Marketing Journal of Advertising

Journal of Advertising Research

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

Consumer Council: [https://www.consumer.org.hk/ws\\_en](https://www.consumer.org.hk/ws_en)

**Important Notes:**

- (1) Students are expected to spend a total of 6 hours (i.e., 3 hours of class contact and 3 hours of personal study) per week to achieve the course learning outcomes.
- (2) Students shall be aware of the University regulations about dishonest practice in course work, tests and examinations, and the possible consequences as stipulated in the Regulations Governing University Examinations. In particular, plagiarism, being a kind of dishonest practice, is “the presentation of another person’s work without proper acknowledgement of the source, including exact phrases, or summarized ideas, or even footnotes/citations, whether protected by copyright or not, as the student’s own work”. Students are required to strictly follow university regulations governing academic integrity and honesty.
- (3) Students are required to submit writing assignment(s) using Turnitin.
- (4) To enhance students’ understanding of plagiarism, a mini-course “Online Tutorial on Plagiarism Awareness” is available on <https://pla.ln.edu.hk/>.

**MKT3201 – Buyer Behaviour Course Schedule (2nd Term, 2019-20)**

<u>Week &amp;</u>	<u>Topics</u>	<u>Learning Objectives</u>	<u>Activities</u>	<u>Ch</u>
Week 1	Introduction to Consumer Behaviour	An overview of consumer behaviour	Course overview & requirement	1
Week 2		CNY holidays Jan 24-30		
Week 3	Perception	Discuss how consumer select, organize and interpret the information	Group formation	3
Week 4	Learning & Memory	Understand how consumers learn about products and services, and how our memories store information	Case 1 – Do Avatars Dream about Vitrual Sheep?	4
Week 5	Motivation and Affect	Understand consumer motivation, affective responses and involvement	Briefing on Group Project and Individual Reflective Essay. No class on Feb 18 (Tue.) Sport Day	5
Week 6	The Self	Explore how consumers view themselves and how different selves affect what consumers do, want and buy	Case 2 – L’Oreal Age Perfect	6
Week 7	Personality, Lifestyles and Values	Understand how individual personalities influence decisions	Case 3 – Red Bull	7
Week 8	Attitudes and Persuasion	Understand the components of an attitude, how attitudes are formed, and how they can be measured and influenced		8
Week 9	(continued)		Mid-Term test (suggested) Mar 18 6:30-7:30pm Chapter 1, 3-6	
Week 10	Decision Making, Buying, Using and Disposing	Discuss the categories of consumer decision making, and examine collective decision making situations. Understand how situational effects and shopping experience affect consumer behaviour	Case 4 – Tesla Motors	9 10
Week 11	Groups and Social Media	Examine the group processes and discuss the reasons why consumers are motivated to conform to the expectations of others		11
Week 12	Culture	Understand the impact of culture on consumer decision making	No Class on Apr 10 (Fri) Easter holiday	14
Week 13	Group Project	Group Project consultation		
Week 14	Group Project	Presentation 1	Presentation 2	
Week 15	Final Exam. briefing	Term 2 ends on Apr 28 Final Exam. covers Ch. 1, 3-11, 14	Individual Essay due: May 4, 2020 1pm	