

**Lingnan University**  
**Department of Marketing and International Business**  
**Course Description and Schedule**  
**Second Term, 2023-2024**

**MKT3201 – CONSUMER 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 consumer behavior and the decision-making process. It surveys various concepts, theories and analytical frameworks for explaining and analyzing consumer 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 in-depth 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 consumer 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, consumer 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.

## 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.
- ***Consumers in Their Social and Cultural Settings:*** group influences and social media, 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. (2020), *Consumer Behavior: Buying, Having, and Being*, 13<sup>th</sup> Edition, Pearson Education.

## Assessment

1. Mid-Term Test:  
There will be a mid-term test with short essay questions (**time TBD**). 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.

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 to all students.

The students are required to submit their PowerPoint materials 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 Essay:

Each student is required to write a self-reflective essay regarding what have been learnt and experienced from the group project. The length of the essay should be around 1,000 words.

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 Essay	15%
d. Class Participation	5%
(2) Final Examination -	45%
<b>Total</b>	<b>100%</b>

**Remarks**

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 summarised 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 – Consumer Behaviour Course Schedule

<u>Week &amp; Date</u>	<u>Topics</u>	<u>Objectives</u>	<u>Activities</u>	<u>Chapter</u>
Week 1 (Jan 12)	Introduction to Consumer Behaviour	An overview of the field of consumer behaviour.	Course overview and requirements	1
Week 2 (Jan 19)	Perception	Discuss how consumers select, organise and interpret the information.		3
Week 3 (Jan 26)	Learning and Memory	Understand how consumers learn about products and services, and how our memories store information.		4
Week 4 (Feb 2)	Motivation and Affect	Understand consumer motivation, affective responses and involvement.	Group formation due after the Chinese New Year break (i.e., <b>by 18 Feb</b> )	5
Week 5 (Feb 9)	No class—Chinese New Year holidays			
Week 6 (Feb 16)				
Week 7 (Feb 23)	The Self	Explore how consumers view themselves and how different selves affect what consumers do, want and buy.		6
Week 8 (Mar 1)	Personality, Lifestyles and Values	Understand how individual personalities influence decisions.		7
Week 9 (Mar 8)	Attitudes and Persuasive Communications	Understand the components of an attitude, how attitudes are formed, and how they can be measured and influenced.	Mid-Term Exam: <b>Time TBD</b>	8
Week 10 (Mar 15)	Attitudes and Persuasive Communications (cont'd)			8
Week 11 (Mar 22)	Decision Making	Discuss the categories of consumer decision making, and examine collective decision making situations.		9
Week 12 (Mar 29)	No class—Easter holidays			
Week 13 (Apr 5)	Group Influences and Social Media	Examine group influences and the impact of social media on consumers.		11
Week 14 (Apr 12)	Culture	Understand the cultural influences on consumer decision making.		14
Week 15 (Apr 19)	Course Review and Exam Briefing			
Week 16 (Apr 26)	Group Presentations	All group members need to show up for the presentation.	Individual Reflective Essay due: <b>28 Apr (Sunday)</b>	