

Lingnan University
Department of Marketing and International Business
Course Description and Schedule
First Term, 2026-2027

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 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 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 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. 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*, 13th Edition, Pearson Education.

Assessment

1. Mid-Term Test:
There will be a take-home mid-term test with short essay questions (**20 Oct 2026 – 26 Oct 2026; Chapters 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.

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. The due date is **7 Dec 2026, 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 Essay	15%
d. Class Participation	5%
(2) Final Examination -	<u>45%</u>
Total	100%

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

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/>.
- (5) Students must adhere to the University’s guidelines and practices when using Generative Artificial Intelligence (AI) tools. The official documents “Guidelines for Using GAI Tools at Lingnan University” and “Best Practices for Ethical and Responsible Use of GAI Tools in Course Assessments” can be found here: <https://www.ln.edu.hk/tlc/generative-artificial-intelligence/gai-guidelines-best-practices>.

MKT3201 – Consumer Behaviour
Course Schedule (1st Term, 2026-27)

<u>Week & Date</u>	<u>Topics</u>	<u>Objectives</u>	<u>Activities</u>	<u>Chapter</u>
Week 1 (7 Sep)	Introduction to Consumer Behaviour Perception I	An overview of the field of consumer behaviour. Discuss how consumers select, organise and interpret the information.	Course overview and requirements	1, 3
Week 2 (14 Sep)	Perception II Learning and Memory	Understand how consumers learn about products and services, and how our memories store information.	Group formation Briefing on Group Project and Individual Reflective Essay	3, 4
Week 3 (21 Sep)	Motivation and Affect	Understand consumer motivation, affective responses and involvement.		5
Week 4 (28 Sep)	The Self	Explore how consumers view themselves and how different selves affect what consumers do, want and buy.		6
Week 6 (5 Oct)	Personality, Lifestyles and Values	Understand how individual personalities influence decisions.		7
Week 7 (12 Oct)	Attitudes and Persuasive Communications	Understand the components of an attitude, how attitudes are formed, and how they can be measured and influenced.		8
Week 8 (26 Oct)	Attitudes and Persuasive Communications (cont'd)		Take-home Mid-Term Test: 20-26 Oct, Ch. 1, 3-6	8
Week 9 (2 Nov)	Decision Making	Discuss the categories of consumer decision making, and examine collective decision making situations.		9
Week 10 (9 Nov)	Group Influences and Social Media	Examine group influences and the impact of social media on consumers.		11
Week 11 (16 Nov)	Culture	Understand the cultural influences on consumer decision making.		14
Week 12 (23 Nov)	Group Project	Project Presentations I		
Week 13 (30 Nov)	Group Project, Course Review and Exam Briefing	Project Presentations II		
Week 14 (7 Dec)	Individual essay deadline		Individual Reflective Essay due: 7 Dec (Mon)	

**APPENDIX: MKT3201 Consumer Behaviour
Team Evaluation Form**

Name: _____

Section _____

Group _____

Assume that you have \$100 to divide among the members of your team (including yourself) based on each member's overall contribution to the group project. The team member whose contribution was the greatest should receive the largest share of the \$100. The member whose overall contribution was smallest would receive the smallest amount. In the space below, please write the names of your team *-including yourself-* and the dollars you feel they deserve:

<u>Name</u>	<u>Group Project</u>
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____
TOTAL	\$100

Now, use the following space to write a few sentences explaining the major strengths of the strongest member of your team and the major weaknesses of the weakest member of your team (*excluding yourself*):

Strongest member's name: _____

Comments: _____

Weakest member's name: _____

Comments: _____

