

Module Outline

Module Code : MKT3702B
Module Title : Consumer Behaviour
Semester : Semester II, AY2122
Faculty : Ms Lilian Ho
Department : Marketing
Email : lilianho@nus.edu.sg
URL : <https://bschool.nus.edu.sg/marketing/faculty>

Overview

Psychologists have long established that consumption is an integral part of people's lives. The scale on which people consume makes it evident that consumption needs to be carefully studied. Consumer Behaviour is about understanding why and how individuals and groups engage in consumer activities, as well as how they are affected by them. It is an interdisciplinary subject area that combines theories and research methods from Psychology, Marketing, Economics, Sociology and Anthropology. It also investigates how having (or not having) certain products affects people's lives; specifically, how these items influence how they feel about themselves, especially in the canon of social media and the digital age. A large part of Consumer Behaviour focuses on the cognitive processes and behaviour involved when an individual considers, purchases and uses the products and services

Since we are all consumers, many of the topics have both professional and personal relevance to students. This makes it easy to apply the theory outside of the classroom and maintain an edge in the fluid and evolving field of consumer behaviour. Through this course, students will be expected to acquire the ability to critically understand and interpret important consumer behavioural phenomena in the marketplace.

Module Objectives

Upon successful completion of this course, students will be able to:

1. Identify the benefits gained with reference to organizations that build customer relationships using various customer-centric strategies and customer psychology theories.
2. Explain important aspects of the customer decision-making process with respect to cultural influences and the mechanism of consumer learning by using key theories relating to culture and learning.
3. Illustrate the influence of perception, motivation, self-concept, attitude and persuasion with respect to consumers' behaviour by applying analysis to understand the challenges of influencing consumer.

General Guide & readings

This module will be delivered via in-classroom short lectures, case studies, brainstorming activities and discussions; and supplemented by directed reading and e-videos.

You are strongly encouraged to prepare by reading up the lecture notes and other materials prior class. Lecture notes and additional readings will be published on the weekend (or earlier) preceding the class.

Whenever necessary, I will adopt hybrid teaching (some students to attend in-classrooms lessons while others to attend lessons via zoom). To benefit fully from hybrid lessons, please make sure you do the following:

- Kindly check LumiNUS for information on hybrid lesson arrangement at the start of week 1. Students will be divided into (1) Campus group and (2) Zoom group.
- Have your laptop and earpiece ready - All students to log into zoom whether you are at home or in campus. For students in classroom, do turn off your laptop audio and mic (when you are not speaking) to avoid audio feedback (echo) during lessons.
- When you log into zoom, please indicate, together with your display name, if you belong to the campus group or the zoom group, *e.g., Lilian Ho (Campus), Peter Tan (Zoom)*.

I will start all classes on time as a respect to students who turn up on time. While punctuality will be factored in your class participation grade, if you will be late due to any unforeseen circumstance, please do not hesitate to inform me.

The classes are designed to be highly interactive and interesting. You are strongly encouraged to share your thoughts, insights and revelations about the ideas and concepts discussed in the classroom.

Please refrain from using your mobile phone and laptop (unless otherwise instructed) and log off from all social media platform during classes.

You are expected to submit your assignments on time. Please note that all deadlines are controlled by LumiNUS (the folders for submission will be turned off after the deadlines). Please avoid last-minute submission. A penalty of 5% on the base marks will be deducted for each working day of late submission. Any late submission after five working days will be awarded zero mark.

Recommended textbooks:

- Michael Solomon (2020), Consumer Behavior: Buying, Having and Being, Pearson, 13th edition

Assessment

Assessment	Descriptions	Weightage	Submission date
1. Individual Assignment I	Individual reflection report	25%	Week 7
2. Individual Assignment II	Discussion of Individual's POV	25%	Week 11
3. Group Project & presentation	Group: Research findings & proposed solutions	30%	Week 12/13
4. Class Participation	Individual: Ongoing	20%	
		100%	

Academic Honesty & Plagiarism





Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is “the practice of taking someone else’s work or ideas and passing them off as one’ own” (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. In case of any doubt, you should consult your instructor.

Additional guidance is available at:

- <http://www.nus.edu.sg/registrar/administrative-policies-procedures/acceptance-record#NUSCodeofStudentConduct>
- <http://nus.edu.sg/osa/resources/code-of-student-conduct>

Consumer Behaviour: Proposed Course Outline

Week	Topic	Task due
1	Introduction to Consumer Behavior	Chapter 1, 2
2	Perception – The meaning of meaning	Chapter 3
3	Learning & Memory	Chapter 4 Formation of project groups (5 students in one groups)
4	The Motivation Process: Why Ask Why?	Chapter 5
5	The Self: Mind, Gender, and Body: Are We What We Buy?	Chapter 6
6	Personality, Lifestyles, and Values Attitudes and Persuasive Communications	Chapter 7, 8
Recess Week		
7	Decision Making: What's Your Problem?	Chapter 9, 10  Individual Assignment 1: Submission via LumiNUS (25%)
8	Group Influences and Social Media Income, Social Class and Consumer Identity	Chapter 11, 12
9	The Yin and Yang of Marketing, Culture and Sub-Culture	Chapter 13, 14
10	Project Consultation by appointment	 Individual Assignment 2: Submission via LumiNUS (25%)
11	Consumer Behaviour: Putting the Pieces Together	
12	 Group project submission & presentation (30%)	<u>All groups to submit project report via LumiNUS on week 12.</u> Presenting groups to submit hard copy report & power-point slides prior to presentation
13	 Group project submission & presentation (30%)	Presenting groups to submit hard copy report & power-point slides prior to presentation