

Course Outline

Course Code : MKT3702B
Course Title : Consumer Behavior
Semester : Semester 2, AY 2024/2025
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Overview

Consumer behavior involves systematically analyzing and investigating human behaviors in marketplace exchange relationships. This broad field studies how individuals and groups acquire, consume, and dispose of goods, services, ideas, and experiences. As such, it lays a foundation for developing winning marketing strategies and improving individual and collective welfare.

This course provides an integrated view of consumer behavior that draws on psychological, economic, anthropological, and sociological perspectives. The lectures are divided into two sections:

- The first section of the course focuses on classic foundations of consumer behavior such as motivation and cognition.
- The second section covers special topics on consumer behavior. It aims to demonstrate how to apply classic theories to understand consumer behavior in the contemporary marketing landscape such as AI and influencer marketing.

Course Objectives

The course aims to help you:

- Develop an understanding of internal and external influences that impact consumer behavior.
- Learn to apply behavioral insights to analyze and improve consumer behavior and marketing strategies.
- Gain insights into conducting rigorous and relevant consumer behavior research.

Assessment

Components	Weightage
Class Participation & Exercises	25%
Midterm Test	25%
Final Test	25%
Group Project Presentation & Slides	25%
Group Project Peer Evaluation	-3% to 3%

Class Participation and Exercises

- Participation is evaluated based on both the quality and quantity of contributions during class.
- Class exercise will include activities such as individual or group idea pitches.
- Although attendance is not an explicit component in assessment, your presence is essential for participation and completing exercises.

Tests

- You will have one **midterm test (3/3/2025, Week 7)** and one **final test (4/7/2025, Week 12)**.
- Both tests will be in-person, closed book and involve individual work (i.e., no collaboration with classmates).
- The format will involve multiple-choice and short-answer questions.
- The questions assess your understanding and application of the materials covered in the course to date.
- If an emergency prevents you from attending an exam, you must email me before the exam to detail the reason and arrange a make-up. Failure to notify me in advance will result in a score of 0 for that exam.

Group Project

- You are required to work in groups of five or six on a project that can take one of two forms:
 - **Research proposal:** Apply course concepts to investigate a consumer behavior-related research question.
 - Identify a research question that is theoretically and/or practically relevant.
 - Formulate a logical and testable hypothesis based on a literature review.
 - Design at least one empirical study to test the hypothesis.
 - **Case analysis:** Apply course concepts to analyze a consumer behavior-related marketing practice or phenomenon.
 - Describe the marketing practice or phenomenon.
 - Explain why the practice is successful or unsuccessful or discuss the factors contributing to the phenomenon.
 - Suggest strategies to enhance the practice or address the phenomenon.
- Please adhere to the following timeline to avoid penalties:
 - **Topic submission:** By **2/21/2025** (in Week 6), a group representative must submit your chosen project topic. Groups focusing on a research proposal should submit your research question, and those conducting a case analysis should submit the marketing practice or phenomenon you will analyze. I will provide feedback in Week 7.
 - **Slides submission:** Before class on **4/14/2025** (Week 13), slides for the group presentations must be submitted by a group representative.
 - **Presentation:** During the class session on **4/14/2025** (Week 13).
 - **Peer evaluation:** Right after the group presentations on **4/14/2025** (Week 13). Group members will evaluate each other's contributions on a seven-point scale:
 - -3 = significantly less contribution compared to others.
 - 0 = a contribution comparable to peers.
 - +3 = significantly greater contribution than others.

Additional penalties will be applied if group members collectively report significant, evidence-based instances of free-riding behavior.

General Guide & Reading

- **Textbook:** No textbook is required.
- **Readings:** I will upload readings that help you expand your knowledge on a given topic by the end of the class day.
- **Slides:** The slide deck will be available by the end of the class day. I hope you find these slides to be useful, but please realize that they contain only a subset of the material covered in class. Therefore, they are no substitute for attendance, careful notetaking, and active engagement.

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's 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 doubts, 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>

Policies on the Use of Artificial Intelligence

I acknowledge the benefits of artificial intelligence (AI) in enhancing your learning among other aspects. However, you must ensure that your use of AI is: 1) disclosed; 2) produces accurate, valid, and appropriate content; 3) adheres to academic honesty and plagiarism guidelines; and 4) does not undermine their independent skills over time.

Schedule and Outline

Week	Section	Session
1	The Classics	Introduction
2		Motivation
3		Cognition and Emotion
4		Decision Making
5		The Personal Self
6		The Social Self
NA	<i>No Class (Recess week)</i>	
7	Test 1	Midterm Test
8	Special Topics	Consumer Psychology of AI and Technology
9		Beauty, Fashion, and Luxury Consumption
10		Social Media and Influencer Marketing
11	<i>No Class (Hari Raya Puasa)</i>	
12	Test 2	Final Test
13	Group Project	Group Project Presentation and Peer Evaluation

Note: The schedule is subject to change based on the course pace.