

Course Outline

Course Code : MKT3702B
Course Title : Consumer Behaviour
Semester : Semester 2, AY 2025/2026
Faculty : Ms Ho Lilian
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.

Course 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.

Assessment

Assessment	Descriptions	Weightage	Submission date
1. Individual Assignment	Individual: Written Assignment	35%	Week 9
2. Class Participation	Individual	15%	Ongoing
3. Padlet Contribution	Individual	20%	Ongoing
4. Group Project & Presentation	Group: Research findings & key learning points	30%	Week 12/13
		100%	

General Guide & Reading (e.g. Case preparation guide, project report guide, main textbook & supplementary materials, etc)

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>

Schedule and Outline

Week	Topic	Task due
1	Introduction to Consumer Behaviour	Chapter 1, 2
2	Perception – The meaning of meaning	Chapter 3
3	Learning & Memory	Chapter 4 Formation of project groups (5-6 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? Personality, Lifestyles, and Values Attitudes and Persuasive Communications	Chapter 6 Chapter 7, 8
6	Chinese New Year Holiday (no class)	
Recess Week		
7	Decision Making: What's Your Problem?	Chapter 9, 10
8	Group Influences, Social Media, Income and Social Class	Chapter 11, 12
9	The Yin and Yang of Marketing, Culture and Sub-Culture	Chapter 13, 14 <u>Individual Assignment:</u> Submission via Canvas (35%)
10	Project Consultation by appointment	
11	Putting the Project Together	
12	<u>Group project submission & presentation (30%)</u>	All groups to submit project report and slides (via Canvas) at least 24 hours before the lesson.
13	<u>Group project presentation</u>	