

Syllabus for Consumer Behavior management

For MIB(IMIB)

SPRING 2020

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Office Hours: 3:40-4:30 Pm, Wednesday

Office Room:315, Yizhen Building

Course Description

CONSUMER BEHAVIOR combines a foundation in key concepts from marketing, psychology, sociology, and anthropology with a highly practical focus on real-world applications for today's business environment. The primary goal of this course is to enhance your understanding of consumer behavior. By the end of the course you will be knowledgeable about consumer psychology and ways of better meeting people's needs. During this process, you will come to better understand yourself as a target of marketing influence. You will also appreciate how an understanding of consumer psychology can be used to develop powerful marketing techniques and tactics. The course uses a mix of experiments, large cases, mini-cases, videos and lectures to advance these concepts.

Course Learning Objectives

The study of consumers helps understanding issues such as how

- The psychology of how consumers think, feel, reason, and select between different alternatives (e.g., brands, products, and retailers);
- The psychology of how the consumer is influenced by his or her environment (e.g., culture, family, signs, media);
- The behavior of consumers while shopping or making other marketing decisions;
- Limitations in consumer knowledge or information processing abilities influence decisions and marketing outcome;
- How consumer motivation and decision strategies differ between products that differ in their level of importance or interest that they entail for the consumer; and
- How marketers can adapt and improve their marketing campaigns and marketing strategies to more effectively reach the consumer.

Text books

Solomon, Michael (2017), Consumer Behavior: Buying, Having and Being, 12th ed. Prentice Hall.

Solomon, Michael (2014), Consumer Behavior: Buying, Having and Being, 11th ed. Prentice Hall.

Required Readings

迈克尔 所罗门, 卢泰宏著: 消费者行为学, 中国人民大学出版社, 2014 年版。

Richard H. Thaler Cass R. Sunstein, NUDGE: Improving Decisions About Health, Wealth, and Happiness, Yale University Press New Haven & London.

Dan Ariely, predictably irrational The Hidden Forces That Shape Our Decisions,

Harper Co. Mins Publishers

Case:

- Case 1. How Apple Uses Consumer Behavior Marketing to Win
- Case 2. Burberry: A Case Study in Brand Adaptation
- Case 3. THE GREAT CHINESE MOBILE BIKING APP RACE

Literature:

1. The new consumer decision journey
2. Behavioral Targeting: A Case Study of Consumer Tracking on Levis.com
3. American attitudes toward nudges
4. Cognitive Discrepancy in Chinese “Face”: *Mian* and *Lian*, and their Impact on Cognition of Country-of-Origin Image
5. Factors Affecting Consumer Buying Behavior of Mobile Phone Devices
6. How digital is transforming retail: The view from eBay
7. Survey of Effects of Gender on Consumer Behavior; Case Study on Mobile Phone
8. E-WOM and Accommodation: An Analysis of the Factors That Influence Travelers’ Adoption of Information from Online Reviews
9. The Attitude, motivation influence people’s buying Luxury goods: *A survey of Chinese in China*
10. Meet the Chinese consumer of 2020
11. Meet the new Brazilian consumer
12. Meet today’s American consumer

Teams

Teamwork is an essential component of the course for debate. Students may assemble their own teams prior to the 2nd class. Target team size is 3-4 members. To incentivize participation, team members will evaluate one another’s performance after each team assignment, which contributes to the participation grade.

Debate topic for team work

All the students should active in the debate, 23 students divided six groups (5-4s and 1-3s), here are the topics which you can choose, and two groups share one topic, So you can choose 3 from 5. The debate begins 5th week to 7th week(TBA).

1. Would it be better to have less or more choices in consumer decision-making? What are pros and cons?
2. Are Advertising & Marketing Necessary in digital age, is it necessary to promote a materialistic society by making their products as desirable as possible? What is your opinion?
3. Will e-commerce eventually replace traditional brick-and-mortar retailing? Why or why not? As a consumer, what is your opinion?

4. Which do you think is more powerful – negative or positive WOM? Why? Does your answer change if you consider only online WOM?
5. What is and what should be the role of fashion in our society? How important is it for people to be in style? What are the pros and cons of keeping up with the latest fashions?

Final Presentations

Your presentation of the research proposal in class should adhere to the following guidelines:

Plan for no more than 6 minutes and allow about 2 minutes for questions at the end.

In the time allotted, give an overview of:

- o What is your topic?
- o What is your contribution ?
- o What are your hypotheses?
- o What is your experimental methodology?
- o Highlight some unanswered questions/limitations and directions for future research.

You should use slides, but please limit the information on each slide.

Attendance

Attendance contributes to your participation grade. You may have 2 absences that required asking for leave (this may be for medical or family issues). This course will not accept any permission from SITE and OIC. Any absences beyond those 2 times will count against THE COURSE.

Contact

If you have any questions about the course, contact me by e-mail or wechat:13576260175, To meet in person, please email to schedule a mutually convenient time. Office: Yizhen building 315.

METHODS OF EVALUATION / GRADING RUBRIC

Team Debate: 10%

Participation: 10%

Presentation: 10%

Class and Case discussion: 20%

Final report: 50%

Final Exams

The final exam is for writing a report on consumer behavior with at least 4000 words, and the report is comprehensive and mandatory. You should print it and submit to my office room before 4pm, 5th, July (Wednesday).

Timetable

week	Class	Chapter	case
Week1	4	Chapter 1 An Introduction to Consumer Behavior Chapter 2: Decision Making and Consumer Behavior	Case: Honda's ASIMO Case Study: Netflix
Week2	4	Chapter 5. Perception	Case Study: Cheerios Case: UNICEF Wages Guerrilla Warfare
Week3	4	Chapter 6: Learning and Memory	Case Study: The Brave New World of Subway Advertising
Week4	4	Chapter 7 The Self, personality, MBTI test	Case Study: Zipcar Creates a Rental Car Culture
Week5	4	Chapter 8 Attitudes and Persuasion Chapter 9: Group and Situational Effects on Consumer Behavior	Case Study: Is Beauty More Than Skin Deep? Case Study: Shampoo Buying: A "Bad Hair" Day Case Study: Riding the Plus-Size Wave
Week6	4	Chapter 10 Social Class and Lifestyles Chapter 11 Cultural, Sex Roles and Subcultures	Case Study: Furnishing an Experience Case Study: Parrot Heads Unite
Week 7	4	Chapter 12: Networked Consumer Behavior: Word-of-Mouth, Social Media, and Fashion	Case Study: Trip Advisor and Online Reviews
Week 8	4	China consumer trends and on luxury market	Case and discussion

USEFUL CONSUMER WEBSITES

How do firms learn about consumers? Take a look at these in your spare time – these can be helpful in contributing to our discussions in class and your final projects.

MBTI test:

<http://www.humanmetrics.com/cgi-win/jtypes2.asp>

www.HRPersonality.com

<https://www.16personalities.com/free-personality-test>

I:Collecting Consumer Information

American Demographics: trends, new products, product history:

<http://www.demographics.com/>

<http://www.globaldemographics.com/>

<http://www.forrester.com/Data/CCR>

Influx Insights: consumer trends, <http://www.influxinsights.com/>

Know This: source for marketers: <http://www.knowthis.com/>

Customer Focused Marketing: <http://www.knowthis.com/cfm/>

Nydia Han: Consumer Corner, WPVI – investigations of problems and deceptions:

http://abclocal.go.com/wpvi/features/consumerreport_index.html

SRI VALS: <http://www.sric-bi.com/VALS/>

II:Consumer Product Companies Campbell Soup Company Website:

<http://www.campbellkitchen.com/index.asp>

Perdue Farms: <http://www.perdue.com/>

Honda: <http://www.honda.com/>

Subaru of America: <http://www.subaru.com/index.jsp>

Revlon, how do we define beauty? <http://www.revlon.com/>,

<http://www.revlon.com/information/halle/default.asp>

III:Examples of selecting an outlet

Kohls: <http://www.kohls.com/>

Target: <http://www.target.com>

Suppose the outlet is the same as the brand: <http://www.subway.com/subwayroot/index.aspx>

Required Viewings and videos:

Aguilar, Pamela A., America by the numbers: “The new mad men” (available for viewing through pbs.org or americabythenumbers.org; 26 minutes).

Botsman, Rachel (2010), case for collaborative consumption (www.ted.com; 17 minutes).

Botsman, Rachel (2012), The currency of the new economy is trust. (www.ted.com; 20 minutes).

Chip chase, Jan (2007), The Anthropology of Mobile phones/Our Cell Phones, Ourselves (www.ted.com; 16 minutes)

Gerzema, John (2009), The Post-Crisis Consumer (www.ted.com; 16 minutes).

Gilbert, Dan (2008), Why We Make Bad Decisions/How We are Deceived by our own Miscalculations of the Future (alternate titles). TedGlobal 2005 Conference. Oxford, UK. (www.ted.com; 33 minutes long).

Iyengar, Sheena (2010), On the Art of Choosing. TedGlobal Conference. Monterey, CA. (www.ted.com; 24 minutes).