

**City University of Hong Kong**

**Information on a Course  
offered by Department of Marketing  
with effect from Semester A in 2012/13**

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**Part I**

**Course Title:** \_\_\_\_\_ Consumer/Buyer Behaviour \_\_\_\_\_

**Course Code:** \_\_\_\_\_ MKT5611 \_\_\_\_\_

**Course Duration:** \_\_\_\_\_ Intensive Teaching Mode / 1 Semester \_\_\_\_\_

**Credit Units:** \_\_\_\_\_ 3 \_\_\_\_\_

**Level:** \_\_\_\_\_ P5 \_\_\_\_\_

**Medium of Instruction:** \_\_\_\_\_ English \_\_\_\_\_

**Prerequisites:** \_\_\_\_\_ NIL \_\_\_\_\_

**Precursors:** \_\_\_\_\_ NIL \_\_\_\_\_

**Equivalent Courses:** \_\_\_\_\_ NIL \_\_\_\_\_

**Exclusive Courses:** \_\_\_\_\_ FB6603 Consumer Behaviour \_\_\_\_\_

\_\_\_\_\_ MKT6603 Consumer Behaviour \_\_\_\_\_

## Part II

### Course Aims

This course aims to provide students with the knowledge and understanding of the theories in Psychology, Sociology and Anthropology, which are essential to the study of consumer behaviour. Prevailing techniques of understanding consumers' buying behaviours and business applications of consumer behaviour principles will be included. Business cases are analyzed to apply consumer behaviour theories in real world settings. Marketing Ethics and social responsibility of firms and consumers will be discussed.

### Course Intended Learning Outcomes (CILOs)

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

No.	CILOs	Weighting (if applicable)
1.	Describe the relevance of consumer behaviour to the entire marketing process, the nature and stages of consumers' decision making and the factors influencing consumers' choice. (DEC-related Attitude)	1
2.	Analyze the causes giving rise to consumer behaviour with the theories rooted in Psychology, Sociology and Anthropology. (DEC-related Ability)	2
3.	Explain the impact of consumer behaviour on the development of marketing strategies including marketing communication, segmentation and target marketing. (DEC-related Ability)	3
4.	Apply the concepts and theories covered in the course to devise effective solutions in enhancing business performance in the context of consumer behaviour. (DEC-related Accomplishment)	3
5.	Collaborate with other classmates productively on the group work, communicate and present information effectively. (DEC-related Attitude)	2
6.	Apply marketing ethics and social conscience to consumer behaviour (DEC-related Ability)	2

(1: Least important CILO; 2: More important CILO; 3: Most important CILO)

### Teaching and Learning Activities (TLAs)

*(Indicative of likely activities and tasks designed to facilitate students' achievement of the CILOs. Final details will be provided to students in their first week of attendance in this course)*

#### TLA1: Lectures

Various concepts and illustrations on consumer behaviour are to be explained during class. Examples will be shown to the students for further elaboration of their applications.

### TLA2: In-class activities/Case studies

Activities are designed to facilitate students' learning and reinforce the concepts covered in class. Case studies and exercises will be given to the students. Discussion questions related to the lecture topics will be issued for sharing ideas and exchanging opinions.

### TLA3: Presentations

Students are required to report their project findings in the form of oral presentations in the class. Audience can respond to the presenter's ideas by posting comments or raising issues for further discussions.

<b>CILO No</b>	<b>TLA1: Lecture</b>	<b>TLA2: In-class activities</b>	<b>TLA3: Presentations</b>	<b>Hours/week (if applicable)</b>
CILO 1	2	1	1	
CILO 2	1	2	2	
CILO 3	2	1	1	
CILO 4	1	2	2	
CILO 5		1	1	
CILO 6	2	1	1	

(1: Minor focus on the ILO; 2: Main focus on the ILO)

### **Assessment Tasks/Activities**

*(Indicative of likely activities and tasks designed to assess how well the students achieve the CILOs. Final details will be provided to students in their first week of attendance in this course)*

#### AT1: In-class Participation and Case Study (30%)

Students' competence level will be assessed based on their performance in the in-class activities including games, quizzes, case studies, exercises and group discussions. These activities are designed to gauge students' mastery of major concepts and theories as well as their ability to apply principles of consumer behaviour in different business situations.

#### AT2: Group Project (40%)

In the group project, students are required to select a product business or a service company for analysis. The project consists of a written report and an oral presentation. Performance will be evaluated in light of their capability to integrate relevant concepts into business situations and develop appropriate solutions for the selected company. Peer evaluation will be conducted.

### AT3: Final Examination (30%) (2 hours)

The final examination is to measure student's understanding of the issues covered in the entire course. Their ability to analyze buying behaviours and identify business applications of consumer behaviour principles will be assessed.

<b>CILO No</b>	<b>AT1: In-class Participation and Case Study (30%)</b>	<b>AT2: Group Project (40%)</b>	<b>AT3: Final Examination (30%)</b>
CILO 1	1	1	1
CILO 2	2	2	2
CILO 3	2	1	1
CILO 4	2	2	2
CILO 5	1	2	
CILO 6	1	2	

(1: Minor focus on the ILO. 2: Main focus on the ILO)

### **Regulation of the course**

Students need to meet the attendance requirement of the Dept. of Marketing for the completion of the course.

### **Grading of Student Achievement:**

#### ***Grading Criteria of Assessment Task 1: In-class Participation and Case Study***

<b>Excellent</b> A+ A A-	<b>Good</b> B+ B B-	<b>Adequate</b> C+ C C-	<b>Marginal</b> D
1. Show excellent command of the concepts and theories covered in the lectures.  2. Exhibit superior capacity for applying the consumer behaviour principles in real-life situations.  3. Particularly enthusiastic at voicing out ideas and giving insightful comments.	1. Show good command of the concepts and theories covered in the lectures.  2. Exhibit strong ability to apply the consumer behaviour principles in real-life situations.  3. Keen to answer questions and give constructive ideas.	1. Show acceptable command of the concepts and theories covered in the lectures.  2. Exhibit adequate capacity for applying the consumer behaviour principles in real-life situations.  3. Answer questions when prompted.	1. Show marginal command of concepts and theories covered in the lectures.  2. Exhibit marginal capacity for applying the consumer behaviour principles in real-life situations.  3. Passive in in-class discussions.

**Grading Criteria of Assessment Task 2: Group Project**

<b>Excellent</b> <b>A+ A A-</b>	<b>Good</b> <b>B+ B B-</b>	<b>Adequate</b> <b>C+ C C-</b>	<b>Marginal</b> <b>D</b>
<p>1. Have a good grasp of all aspects of consumer behaviour, with a substantial understanding of each topic.</p> <p>2. Exhibit a superior ability to identify the current and potential applications of consumer behaviour principles in the business settings.</p> <p>3. Devise effective business solutions which are highly coherent with the entire marketing process.</p> <p>4. Demonstrate excellent language skills in compiling the written report and presenting the project findings professionally.</p> <p>5. Collaborate with other classmates productively and have significant contributions to the group.</p>	<p>1. Have a good grasp of the major aspects of consumer behaviour, with a sufficient understanding of each topic.</p> <p>2. Exhibit a strong ability to identify the current and potential applications of consumer behaviour principles in the business settings.</p> <p>3. Devise feasible business solutions which are coherent with the marketing process.</p> <p>4. Demonstrate good language skills in compiling the written report and presenting the project findings effectively.</p> <p>5. Collaborate with other classmates effectively and contribute to the group actively.</p>	<p>1. Have a good grasp of several consumer behaviour principles, with a fair understanding of each topic.</p> <p>2. Exhibit the ability to identify prominent applications of consumer behaviour principles in the business settings.</p> <p>3. Devise acceptable business solutions with reference to the marketing process.</p> <p>4. Demonstrate fair language skills in compiling the written report and presenting the project findings.</p> <p>5. Contribute to the group work reactively.</p>	<p>1. Have a good grasp of a few consumer behaviour principles with little understanding of each topic.</p> <p>2. Exhibit the ability to identify a few applications of consumer behaviour principles in the business settings.</p> <p>3. Devise partial business solutions with reference to the marketing process.</p> <p>4. Demonstrate a marginal level of language proficiency in compiling the written report and presenting the project findings.</p> <p>5. Passive in the group work.</p>

**Grading Criteria of Assessment Task 3: Final Examination**

Excellent A+ A A-	Good B+ B B-	Adequate C+ C C-	Marginal D
<ol style="list-style-type: none"> <li>1. Exhibit a substantial understanding of the issues covered in the entire course.</li> <li>2. Demonstrate a superior capacity for analyzing the issues critically and answer the questions from multiple perspectives.</li> <li>3. Show a strong capability to integrate relevant consumer behaviour principles into the marketing process.</li> <li>4. Elaborate their ideas extensively and justify their opinions with ample evidence from the business settings.</li> </ol>	<ol style="list-style-type: none"> <li>1. Exhibit a good understanding of the issues covered in the entire course.</li> <li>2. Demonstrate a good capacity for analyzing the issues critically.</li> <li>3. Show a good capability to integrate relevant consumer behaviour principles into the marketing process.</li> <li>4. Elaborate their ideas sufficiently and justify their opinions with abundant real-life examples.</li> </ol>	<ol style="list-style-type: none"> <li>1. Exhibit a fair understanding of the issues covered in the entire course.</li> <li>2. Demonstrate an adequate capacity for analyzing the issues.</li> <li>3. Show an acceptable capability to integrate relevant consumer behaviour principles into the marketing process.</li> <li>4. Elaborate their ideas reasonably and justify their opinions with some real-life examples.</li> </ol>	<ol style="list-style-type: none"> <li>1. Exhibit little understanding of the issues covered in the entire course.</li> <li>2. Demonstrate a limited capacity for analyzing the issues.</li> <li>3. Show a marginal capability to integrate relevant consumer behaviour principles into the marketing process.</li> <li>4. Provide little elaborations of their ideas and illustrate their thoughts with few examples.</li> </ol>

**Part III**

**Keyword Syllabus**

Introduction to consumer behaviour. Routinized response behaviour. Decision making processes. Individual differences. Cultural influences. Ethics in consumer marketing.

**Recommended Reading**

**Text(s)**

1. Solomon, M.R., “*Consumer Behaviour*”, Prentice-Hall.
2. Peter, J.P. and J. Olson, “*Consumer Behavior and Marketing Strategy*,” McGraw-Hill.
3. Arnould, E., Price, L., & Zinkhan, G., “*Consumers*”, Singapore, McGraw-Hill.
4. Blackwell, R.D., Miniard, P.W., & Engel, J.F., “*Consumer Behaviour*”, Thomson Learning, South-Western.
5. Hawkins, D. I., & Best, R. J., “*Consumer Behaviour: Implications for Marketing Strategy*”, Irwin.

6. Mowen, J. C., & Minor, M., "*Consumer Behaviour*", Upper Saddle River, NJ, Prentice Hall.
7. Shiffman, L. G., & Kanuk, L. L., "*Consumer Behaviour*", Prentice-Hall.

### **Online Resources**

Nil.