

COM5405: CONSUMER BEHAVIOR INSIGHT

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Consumer Behavior Insight

Subject Code

COM - Media and Communication

Course Number

5405

Academic Unit

Media and Communication (COM)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to

- examine the knowledge and understanding of the theories in psychology, sociology and anthropology, which are essential to the study of consumer behaviour.
- discover and analyse consumer behaviour and psychology in different social and cultural contexts.
- apply theoretical knowledge to understanding consumers' buying behaviours and business applications of consumer behaviour principles.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Identify the relevance of consumer behaviour to the entire marketing process, the nature and stages of consumers' decision making and the factors influencing consumers' choices.	20	x	x	x
2	Analyze the causes giving rise to consumer behaviour with the theories rooted in psychology, sociology and anthropology.	20	x	x	x
3	Describe the knowledge of consumer behaviour on the development of marketing strategies including marketing communication, segmentation and target marketing.	20	x	x	x
4	Apply the concepts and theories covered in the course to develop their own theories of consumer behaviour and devise effective solutions.	20	x	x	x
5	Collaborate with other classmates productively on the group work, communicate and present information effectively.	20	x	x	x

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Readings	Students have to read one journal article or book chapter preferably before each lecture.	1, 2, 3, 4, 5

2	Lectures	Students will: - acquire knowledge of the concepts, values, and development of consumer behaviour. - develop their analytical and critical capabilities to discuss consumer behaviour in different business contexts. - apply the theoretical knowledge to analyse consumer behaviour.	1, 2, 3, 4, 5	
3	On-line assignment	Students will engage with on-line availability of lecture materials, questions, response, debate, and discussion on readings, lectures materials, and contemporary consumer issues	1, 2, 3, 4, 5	
4	In-class discussion	Students will: - analyse and debate on key issues and concerns in the field of consumer behavior - generate new ideas on selected topics in which they will conduct research and analysis.	1, 2, 3, 4, 5	
5	Case studies	- Each student will identify, analyse and give a short presentation of consumer behaviour in Hong Kong. - Students will share ideas and exchange opinions through discussion questions related to the lecture topics.	1, 2, 3, 4, 5	
6	Knowledge discover	Students will design one study to discover their own knowledge of consumer behaviour.	1, 2, 3, 4, 5	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("- for nil entry)	Allow Use of GenAI?
1	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.	1, 2, 3, 4, 5	40	AI not allowed to be used for closed-book quizzes but can be permitted in other exercises	Yes
2	In the final project, students are required to select a product business or consumer behavioural phenomenon for analysis. The project consists of a written research report and an oral presentation. Performance will be evaluated in light of their capability to integrate relevant concepts into marketing situations and develop appropriate and innovative solutions.	1, 2, 3, 4, 5	60	Allowable for brainstorming	Yes

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)

Assessment Task

In-class activities (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Mastery of major concepts and theories as well as their ability to apply principles of consumer behaviour in different business situations.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Final project (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Capability to integrate relevant concepts into marketing situations and develop appropriate and innovative solutions

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

In-class activities (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Mastery of major concepts and theories as well as their ability to apply principles of consumer behaviour in different business situations.

Excellent

(A+, A, A-) Strong evidence of understanding key concepts, theories, core issues, principles and dynamic process in consumer behaviour.

Good

(B+, B) Fairly good understanding of knowledge of key concepts, theories, core issues, principles and dynamic process in consumer behaviour.

Marginal

(B-, C+, C) Rudimentary understanding of knowledge of key concepts, theories, core issues, principles and dynamic process in consumer behaviour.

Failure

(F) Almost no knowledge of key concepts, theories, core issues, principles and dynamic process in consumer behaviour.

Assessment Task

Final project (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Capability to integrate relevant concepts into marketing situations and develop appropriate and innovative solutions

Excellent

(A+, A, A-) Highly innovative ideas and critical attitude in analyzing consumer behaviour in marketing situations. Strong abilities to apply the concepts and theories to analyze consumer behaviour. Excellent research and communication skills to design a consumer behaviour research project and to write a report with clarity and critical thinking

Good

(B+, B) Fairly innovative ideas and critical attitude in analyzing consumer behaviour in marketing situations. Ability to apply the concepts and theories to analyse consumer behaviour. Good research and communication skills to design a consumer behaviour research project and to write a report with clarity and critical thinking.

Marginal

(B-, C+, C) Little innovative ideas and critical attitude in analysing consumer behaviour in marketing situations. Weak ability to apply the concepts and theories to analyse consumer behaviour. Basic research and communication skills to design a consumer behaviour research project and to write a report with clarity and critical thinking.

Failure

(F) No innovative ideas and critical attitude in analyzing consumer behaviour in marketing situations. Almost no ability to apply the concepts and theories to analyze consumer behaviour. Very inadequate research and communication skills to design a consumer behaviour research project and to write a report with clarity and critical thinking.

Part III Other Information

Keyword Syllabus

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

Reading List

Compulsory Readings

Title	
1	Assael, Henry, "Consumer Behaviour: A Strategic Approach", Boston, Hunghton Mifflin.
2	Jasson-Boyd, Catherine V. "Consumer Psychology" Berkshire, McGraw Hill,
3	Arjun Chaudhuri, "Emotion and Reason in Consumer Behavior", Butterworth-Heinemann
4	Michaela Wanke, "Social Psychology of Consumer Behavior", Psychology Press.
5	Richard Bagozzi, Zynep Gurhan-Canli, Joseph Priester, "The Social Psychology of Consumer Behaviour" Open University Press
6	Martin Lindstrom, "Buyology: Truth and Lies About Why We Buy" Broadway Business.

Additional Readings

Title	
1	Nil