

# MKT5611: CONSUMER/BUYER BEHAVIOUR

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## Effective Term

Semester A 2025/26

## Part I Course Overview

### Course Title

Consumer/Buyer Behaviour

### Subject Code

MKT - Marketing

### Course Number

5611

### Academic Unit

Marketing (MKT)

### College/School

College of Business (CB)

### 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

FB6603 Consumer Behaviour, MKT6603 Consumer Behaviour

## Part II Course Details

### Abstract

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)

CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
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.	x		
2	Analyze the causes giving rise to consumer behaviour with the theories rooted in Psychology, Sociology and Anthropology.		x	
3	Explain the impact of consumer behaviour on the development of marketing strategies including marketing communication, segmentation and target marketing.		x	
4	Apply the concepts and theories covered in the course to devise effective solutions in enhancing business performance in the context of consumer behaviour.			x
5	Collaborate with other classmates productively on the group work, communicate and present information effectively.	x		
6	Apply marketing ethics and social conscience to consumer behaviour		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	Lectures	Students will explore various concepts and examples of consumer behavior, gaining insights into their practical applications through in-class explanations and demonstrations	1, 2, 3, 4, 6

2	In-class Activities/Case Studies	Students will participate in activities designed to reinforce their understanding of class concepts, engage with case studies, and share their ideas during discussions on lecture topics.	1, 2, 3, 4, 5, 6	
3	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.	1, 2, 3, 4, 5, 6	

**Assessment Tasks / Activities (ATs)**

	ATs	CILO No.	Weighting (%)	Remarks ("- for nil entry)	Allow Use of GenAI?
1	In-class Participation and Case Study	1, 2, 3, 4, 5, 6	30	-	Yes
2	Group Project	1, 2, 3, 4, 5, 6	50	-	Yes
3	Individual Project	1, 2, 3, 4, 6	20	-	Yes

**Continuous Assessment (%)**

100

**Additional Information for ATs**

Regulation of the course

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

**Assessment Rubrics (AR)****Assessment Task**

In-class participation and case study (for students admitted before Semester A 2022/23 and in Semester A 2024/25 &amp; thereafter)

**Criterion**

1.1 Ability to show excellent command of the concepts and theories covered in the lectures.

**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

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**Assessment Task**

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

**Criterion**

1.2 Ability to Exhibit superior capacity for applying the consumer behaviour principles in real-life 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

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**Assessment Task**

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

**Criterion**

1.3 Capacity to be particularly enthusiastic at voicing out ideas and giving insightful comments.

**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

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**Assessment Task**

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

**Criterion**

2.1 Ability to have a good grasp of all aspects of consumer behaviour, with a substantial understanding of each topic.

**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

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**Assessment Task**

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

**Criterion**

2.2 Ability to exhibit a superior ability to identify the current and potential applications of consumer behaviour principles in the business settings.

**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

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**Assessment Task**

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

**Criterion**

2.3 Capacity to devise effective business solutions which are highly coherent with the entire marketing process.

**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

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**Assessment Task**

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

**Criterion**

2.4 Ability to demonstrate excellent language skills in compiling the written report and presenting the project findings professionally

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

**Marginal**

(D) Basic

**Failure**

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**Assessment Task**

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

**Criterion**

2.5 Capacity to collaborate with other classmates productively and have significant contributions to the group.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

**Marginal**

(D) Basic

**Failure**

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**Assessment Task**

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

**Criterion**

3.1 Ability to 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.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

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**Assessment Task**

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

**Criterion**

3.2 Ability to analyze the causes giving rise to consumer behaviour with the theories rooted in Psychology, Sociology and Anthropology.

**Excellent**

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**Assessment Task**

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

**Criterion**

3.3 Ability to explain the impact of consumer behaviour on the development of marketing strategies including marketing communication, segmentation and target marketing.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

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**Assessment Task**

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

**Criterion**

3.4 Ability to apply the concepts and theories covered in the course to devise effective solutions in enhancing business performance in the context of consumer behaviour.

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## 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	Solomon, M.R., "Consumer Behaviour", Prentice-Hall.
2	Peter, J.P. and J. Olson, "Consumer Behavior and Marketing Strategy" McGraw-Hill.

#### Additional Readings

Title	
1	Journal of Consumer Research
2	Journal of Consumer Psychology
3	Journal of Marketing Research
4	Journal of Marketing
5	Journal of Personality and Social Psychology
6	Psychological Science
7	Association for Consumer Research (ACR): <a href="http://www.acrwebsite.org/">http://www.acrwebsite.org/</a>