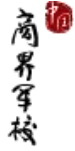




# PHBS

北京大学汇丰商学院



## MGT561 CONSUMER BEHAVIOR 4th Module, 2023 – 2024

### Course Information

---

#### **Instructor: Jooyoung Park**

Office: PHBS Building, Room 644

Phone: 86-755-2603-3621

Email: [jpark@phbs.pku.edu.cn](mailto:jpark@phbs.pku.edu.cn)

Office Hour: Tue & Fri, 12:30pm – 1:30pm or by appointment

#### **Teaching Assistant: 马超**

Email: [mc2655036982@stu.pku.edu.cn](mailto:mc2655036982@stu.pku.edu.cn)

Office Hour: Tue & Fri, 5:30pm – 7:30pm or by appointment

#### **Classes:**

Lectures: Tue & Fri, 10:30am – 12:20pm

Venue: PHBS Building, TBD

### 1. Course Description

#### 1.1 Context

Course overview: We are all consumers. We buy groceries, cell phones, and houses. We also purchase services ranging from bank accounts to educations. Although consumers have similar needs, they may choose different products or brands. This is because consumers are intrinsically different from one another, and they are also influenced by various situational factors. Then, what marketers or companies should do to effectively communicate with consumers and influence their behavior?

In this course, you will learn how and why consumers behave the way that they do. You will learn about theories developed in marketing, psychology and other behavioral sciences to understand consumer behavior. You will also acquire experience in applying these theories to real-world consumer behavior problems and drawing managerial implications. Furthermore, you will apply theories to better understand cultural differences, especially Chinese consumers. Several different kinds of materials and approaches will be used to meet these learning objectives.

Prerequisites: Marketing Management (MGT 560)

#### 1.2 Textbooks and Reading Materials

##### **TEXTBOOK**

Consumer Behavior (2023, 8<sup>th</sup> edition) by Wayne D Hoyer, Deborah J Macinnis, Rik Pieters.

Cengage Learning, ISBN-13: 978-0357721292

##### **CASES**

Case readings will be announced and uploaded on CMS.

### **JOURNAL ARTICLES AND NEWS**

Journal articles and recent news from the popular business press will be used throughout the module. The journal articles will help you develop a deeper insight into selected topics and methods of consumer behavior research. A journal list will be announced in the 2<sup>nd</sup> class, and the articles will be uploaded on CMS. Business news articles will give you the opportunity to apply conceptual framework to current real-world consumer behavior problems. News articles will be distributed in class. Cases and journal articles can be changed to reflect class demands and announced in class.

### **RECOMMENDED READING**

Kahneman D., Sibony, O., and Sunstein, C. R. Noise: A Flaw in Human Judgment.  
Kahneman, D. Thinking Fast and Slow.  
Underhill, P. Why We Buy.  
Petty, R. E. & Cacioppo, J. T. Attitudes and Persuasion: Classic and Contemporary Approaches.  
Richard T. & Sunst C. Nudge.  
Dweck, C.S., Mindset: The New Psychology of Success

### **NEWS ARTICLES**

Recent news from the popular business press will be used throughout the module. The business news articles will give you opportunities to apply conceptual frameworks to current real-world marketing problems. Students are required to read and discuss the articles.

## **2. Learning Outcomes**

### **2.1 Intended Learning Outcomes**

<b>Learning Goals</b>	<b>Objectives</b>	<b>Assessment (YES with details or NO)</b>
1. Our graduates will be effective communicators.	1.1. Our students will produce quality business and research-oriented documents.	Yes, students will submit written assignments for their term papers and paper reviews.
	1.2. Students are able to professionally present their ideas and also logically explain and defend their argument.	Yes, students will present multiple times throughout the course.
2. Our graduates will be skilled in team work and leadership.	2.1. Students will be able to lead and participate in group for projects, discussion, and presentation.	Yes, students will fulfill course requirements in a small group.
	2.2. Students will be able to apply leadership theories and related skills.	Yes, students should apply leadership skills to successfully complete their group assignments.
3. Our graduates will be trained in ethics.	3.1. In a case setting, students will use appropriate techniques to analyze business problems and identify the ethical aspects, provide a solution and defend it.	Yes, students will learn how to analyze cases.
	3.2. Our students will practice ethics in the duration of the program.	Yes, students are required to be ethical in every aspect of the course work and class participation.

4. Our graduates will have a global perspective.	4.1. Students will have an international exposure.	Yes, students will broaden their global perspectives by understanding cultural differences in business practices.
5. Our graduates will be skilled in problem-solving and critical thinking.	5.1. Our students will have a good understanding of fundamental theories in their fields.	Yes, students will learn fundamental theories in marketing.
	5.2. Our students will be prepared to face problems in various business settings and find solutions.	Yes, students will solve real cases as part of course requirements.
	5.3. Our students will demonstrate competency in critical thinking.	Yes, students will actively engage in class discussion and case/article analyses.

## **2.2 Course specific objectives**

- Help you improve your problem-solving and critical thinking skills
- Give you chances to read academic papers and learn theories in psychology and consumer behavior
- Give you chances to develop your own practical or academic research ideas and conduct research
- Get you exposed to real-world cases of international firms and develop a global perspective
- Help you develop your communication skills through presentations

## **2.3 Assessment/Grading Details**

<b>WEIGHTS ON COURSE REQUIREMENTS</b>	<b>PERCENTAGE</b>
Class Activities	20%
Article Review	20%
Case Discussion	20%
Term Paper	40%

## **2.4 Academic Honesty and Plagiarism**

It is important for a student's effort and credit to be recognized through class assessment. Credits earned for a student work due to efforts done by others are clearly unfair. Deliberate dishonesty is considered academic misconducts, which include plagiarism; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; or altering, forging, or misusing a University academic record; or fabricating or falsifying of data, research procedures, or data analysis.

All assessments are subject to academic misconduct check. Misconduct check may include reproducing the assessment, providing a copy to another member of faculty, and/or communicate a copy of this assignment to the PHBS Discipline Committee. A suspected

plagiarized document/assignment submitted to a plagiarism checking service may be kept in its database for future reference purpose.

Where violation is suspected, penalties will be implemented. The penalties for academic misconduct may include: deduction of honour points, a mark of zero on the assessment, a fail grade for the whole course, and reference of the matter to the Peking University Registrar.

For more information of plagiarism, please refer to *PHBS Student Handbook*.

### **3. Topics, Teaching and Assessment Schedule**

#### ***CLASS PARTICIPATION AND DISCUSSION***

Class participation is an important part of this class. The learning experience of this course depends on your participation. I expect you to have read the assigned materials prior to class. Your goal should be to prepare consistently for the course, and to participate appropriately in various activities in class – lecture, discussions, group work, etc. It is important for your classmates, and me, to know who you are. Please bring your desk name card during every class in the module.

Please come to class on time and make sure you give yourself enough time to settle down. Remember, if you are not in class, you may miss your opportunity to participate, and this can lead to negative repercussions on your discussion grades.

Whenever you know in advance that you will be absent, please let me know. If you miss class due to a pressing emergency, please provide me with the necessary documentation to excuse your absence. If you need to leave early for something that is an extremely unusual and unavoidable situation, you should explain your reason for leaving early to the professor ahead of time and should sit near the door so your departure is not a distraction for others.

Any late submissions or reschedules of presentations are not acceptable. If you miss your presentations or submissions due to absence, you will automatically lose corresponding points.

#### ***ARTICLE REVIEW***

We will discuss journal articles in this class in weeks 1, 3, 5, and 8. For one of the articles assigned each week, you need work in a group and submit a summary of the paper in ppt (within 10 slides). Every week, the instructor will randomly select three to four groups to present their reviews and critics in class. The summary should cover a brief your own summary of the paper, critics, and research ideas extending the paper with details. The list of the articles and articles will be announced in class and available on CMS.

#### ***CASE ANALYSES***

You will work on several cases throughout the class. For each case, the instructor will give a list of questions that you need to answer in a written assignment. You need to bring the written document a class before the case discussion day. In the case discussion day, you will present and share your analysis in class. All cases will be uploaded on CMS and announced in class. More details will be provided in class.

#### ***TERM PAPER***

For this assignment, you need to work in a small group (group size will be determined after the registration period ends). You will first submit a hard copy of your proposal (the topic of your term paper, potential methodology, expected results, and contributions in a single page). Then,

you will submit a written document (1st and 2nd parts) and have one 20-minute presentation. A detailed description of the project and guidelines for presentations will be provided in class.

You will submit a proposal on May. 21st. Your proposal should include motivation, specific research questions, an expected methodology (e.g., survey, lab experiments, secondary data, participants, etc.), expected results and potential theoretical and managerial implications.

You need to submit Part 1 on June 7th and Part 2 on June 28th. You will also present your work (Parts 1 & 2) on June 28th. Part 1 should be no more than 10 pages. It should include your motivation, background information, literature review, and a list of specific questions that you want to empirically test. Part 2 should be no more than 10 pages, and it should include methodology, empirical evidence supporting your ideas (qualitative or quantitative data), and general discussion.

#### ***PEER EVALUATIONS***

Every student should treat his/her group members professionally and never think of free riding. To accurately assess each individual's contributions, I may collect peer evaluations for group assignments and reflect them in grades.

## **4. Miscellaneous**

#### ***LATE WORK WILL NOT BE ACCEPTED***

No late work will be accepted. Late work is defined as any work not turned in when it is collected at the beginning of class on the day it is due. No extra credit work will be allowed since it unfairly gives opportunity to some, but not all, students. Problems arise in life. I understand that. However, you are responsible for reconciling all issues that could adversely affect your (or your group's) grade promptly and professionally. This includes communicating with all affected parties, and doing so in a timely manner. It also includes sparing these parties from dishonesty, laziness, procrastination, or other unacceptable excuses for a lack of performance on your part.

#### ***CLASSROOM POLICIES***

Do not use devices such as cell phones and laptops. Please remember that we have a strict academic dishonesty program here. For example, you need to be careful not to plagiarize from other sources. Failure to adhere to these policies will result in a failing grade.

#### ***SPECIAL ACCOMMODATIONS***

If you have any condition, such as a physical or learning disability, which will make it difficult for you to carry out the work as outlined, or which will require academic accommodations, please notify me during the first week of the course so that you are appropriately accommodated.

#### ***GRADING POLICY***

Following the grading policy of PHBS, grades should be awarded in letter grades (e.g., A+, A, ... D, D-, F). Percentage of the distribution of each letter grade is limited. (1) No more than 30% can receive A+, A or A-; (2) No more than 90% can receive B or above.

#### ***NOTE***

Please note that the information in this syllabus is subject to change, and any changes made to this syllabus will be announced in the class.

## **CLASS SCHEDULE**

<b>WEEKS</b>	<b>DATES</b>	<b>TOPICS</b>	<b>DUE DATES</b>
1	April 23 <sup>rd</sup> April 26 <sup>th</sup>	Course introduction and overview Understanding Consumer Behavior Research Method – Surveys & Experiments (Chapter 1)	Article announcement
2	May 7 <sup>th</sup> May 10 <sup>th</sup>	Motivation, Ability, and Opportunity Exposure, Attention, and Perception (Chapters 2 & 3)	Survey design activity/assignment
3	May 14 <sup>th</sup> May 17 <sup>th</sup>	Attitudes and Persuasion (Chapters 5 & 6)	Article discussion (May. 14 <sup>th</sup> )
4	May 21 <sup>st</sup> May 24 <sup>th</sup>	Attitudes and Persuasion (Chapters 5 & 6)	Term paper proposal (May 21 <sup>st</sup> ) Case Study#1discussion (May 24 <sup>th</sup> )
5	May 28 <sup>th</sup> May 31 <sup>st</sup>	Memory Information Search (Chapters 7 & 8)	Article discussion (May 31 <sup>st</sup> )
6	June 4 <sup>th</sup> June 7 <sup>th</sup>	Judgment and Decision (Chapters 9 & 10)	Term Paper Part 1 (June 7 <sup>th</sup> )
7	June 11 <sup>th</sup> June 14 <sup>th</sup>	Judgment and Decision (Chapters 9 & 10)	Case Study #2 discussion (June 14 <sup>th</sup> )
8	June 18 <sup>th</sup> June 21 <sup>st</sup>	Cultural Influence (Chapter 15) Online Consumer Behavior (Chapter 16)	Article discussion (June 21 <sup>st</sup> )
9	June 25 <sup>th</sup> June 28 <sup>th</sup>	New Topics in Consumer Behavior Term Paper Presentations	Term Paper Part 2 submission & presentation (June 28 <sup>th</sup> )