

Subject Code	MM587
Subject Title	Consumer Behaviour
Credit Value	3
Level	5
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	None
Role and Purposes	<p>Consumer Behavior is designed for students who have some basic knowledge of marketing. The subject is aimed to develop students' conceptual and theoretical understanding of behavioral aspects of consumers and their strategic implications to marketers.</p> <hr/> <p>This subject contributes to the achievement of the MSc MM Programme Outcome 4 (Evaluate consumers' purchase decision-making process, and its implications for marketing strategy and practice).</p>
Subject Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> identify the major individual, social and cultural factors that affect consumers' decision making process; explain and analyze the major stages which consumers usually go through when making a consumption-related decision; understand the essence of how consumers make decisions and be able to assess the relevant implications for marketing practitioners. <p>Studying this subject will also help develop students' critical thinking, appreciation of cross-cultural differences, and oral and written communication skills.</p>
Subject Synopsis/ Indicative Syllabus	<ul style="list-style-type: none"> • Introduction of <i>Consumer Behavior</i> <ul style="list-style-type: none"> - its nature and relationship with marketing • Consumer needs and <i>motivation</i> <ul style="list-style-type: none"> - Motivational process, self-defense mechanism, Maslow's model • <i>Personality and consumer behavior</i> <ul style="list-style-type: none"> - Freudian model, neo-Freudian theory, trait theory, brand personality • Consumer perception <ul style="list-style-type: none"> - Various concepts about perception (e.g. stimulus, sensory receptors, absolute threshold, just noticeable difference, subliminal perception, positioning perceived price) and their applications, perceptual process • <i>Learning of consumers</i> <ul style="list-style-type: none"> - Classical learning, instrumental learning, stimulus generalization, stimulus discrimination • <i>Consumer attitudes</i> <ul style="list-style-type: none"> - Nature of attitudes, tri-component theory of attitudes, multi-attribute attitude (MAA) models, strategies to change attitudes

	<ul style="list-style-type: none"> • Influences of reference groups <ul style="list-style-type: none"> - Different classifications of groups, consumer-related reference groups, celebrities and reference group appeals • Influences of family on consumption <ul style="list-style-type: none"> - Functions of family, family purchase decision making, family life cycle • Chinese Cultural Characteristics: Implications to Marketers • Consumer Decision Making Process <ul style="list-style-type: none"> - Need recognition, pre-purchase search, and evaluation of alternatives, actual purchase, and post-purchase evaluation
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Teaching/Learning Methodology	Lectures and seminars are utilized. Lectures are used to instill in students the major concepts relating to the consumer decision making process. In the seminars, cases, experiments and other project oriented work involved the analysis of consumer behavior are employed to further students' understanding of the lecture materials.
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Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)		
			a.	b.	c.
	Continuous Assessment*	50%			
	1. Individual essay	15%	✓	✓	✓
	2. Test	10%	✓		✓
	3. Seminar exercises / activities	15%	✓		✓
	4. Class participation and contribution to class discussion	10%	✓	✓	✓
	Examination	50%	✓	✓	✓
Total	100 %				
<p><i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i></p> <p>To pass this subject, students are required to obtain Grade D or above in both the Continuous Assessment and Examination components.</p> <hr/> <p>Explanation of the appropriateness of the assessment methods in assessing the intended programme learning outcome: MSc MM Programme Outcome 4 (Evaluate consumers' purchase decision-making process, and its implications for marketing strategy and practice) is assessed by final subject grade.</p> <hr/> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: the various methods are designed to ensure that all students taking this subject –</p> <ul style="list-style-type: none"> • Read the recommended materials; 					

	<ul style="list-style-type: none"> • Discuss the issues brought up in the lectures/seminars; • Appreciate the different approaches that may be adopted in understanding consumers' decision making process; • Participate in presenting the group's views on various consumption-related situations. <p>Feedback is given to students immediately following the presentations and all students are invited to join this discussion.</p>	
Student Study Effort Expected	Class contact:	
	▪ Lectures	39 Hrs.
	Other student study effort:	
	▪ Preparation for lectures	39 Hrs.
	▪ Preparation for assignment / group project and presentation / examination	45 Hrs.
	Total student study effort	123 Hrs.
Reading List and References	<p><u>Main Text</u></p> <p>SCHIFFMAN, L. G. and Wisenblit, J. L., Consumer Behavior, New York: Prentice-Hall, latest edition.</p> <p><u>References</u></p> <p>European Journal of Marketing</p> <p>Journal of Consumer Research</p> <p>Journal of Marketing</p> <p>Journal of International Consumer Marketing</p> <p>Journal of Marketing</p> <p>Psychology and Marketing</p>	