COURSE OUTLINE - Consumer Behaviour – BUS 312 – 001 Fall 2017

Class Time:     MW from 1:00am to 2:15am in ED 619
Instructor:     Magda Cismaru, Ph.D., Professor of Marketing
Office:         ED 565.2
Phone:          306-585-5407
Email:          Magdalena.Cismaru@uregina.ca
Office Hours:   MW before and after class and by appointment
Prerequisites:  Bus 210

1. Course Description and Objectives:

Marketing begins and ends with the consumer – from determining consumer needs to providing consumer satisfaction. Thus, a clear understanding of consumers is critical in successfully managing the marketing function. This course is a survey of noteworthy contributions of the behavioural sciences to the understanding and prediction of consumer behaviour.

The study of consumer behaviour is intended to acquaint you with both what it means to be a consumer in a market-orientated society and what, as a marketer, you need to know to understand the role of meeting the consumer’s needs and wants in the development of marketing strategy. Accordingly, you will be asked to:

1. Learn key terms, definitions, and concepts used in the field.
2. Identify and discuss the major ideas and processes that characterize the consumer.
3. Practice critical thinking in consumer behaviour by working on cases and experiential exercises.
4. Become familiar with some marketing tools used to measure and characterize consumer behaviour.
5. Complete a project that demonstrates both your working knowledge and analytical skills in assessing the consumer behaviour process.
6. Engage in your own consumer behaviour with an increased self-consciousness of the forces at work, both internally and externally, whenever you make a purchase.

My goals are for you to learn and understand these concepts and, more importantly, to develop your intellectual ability to apply them in analyzing marketing situations and developing appropriate marketing strategies. Rather than merely memorizing these concepts and theories, we will focus on creatively using these ideas (a) to understand people’s consumption-related behaviours and (b) to develop and evaluate marketing strategies intended to influence those behaviours.

2. Recommended Textbook and Required Casebook:

3. Course Details:

The textbook and the powerpoint slides available on UR courses provide the bulk of the material you will study. It is advisable that you read and think about the assigned material prior to the class. I expect you to come prepared for each class. This way, we are all more likely to benefit from an informed class discussion.

The course will be a combination of lectures, discussions, case studies, and in-class exercises. Lectures will be designed to emphasize the main points of the chapter. In-class discussions and exercises are scheduled every class. All students are encouraged to actively participate in class discussions by asking and answering questions and by offering ideas and suggestions. Occasionally video materials will be brought to encourage the discussion. Several sessions are dedicated for cases and experiential exercises and for project work – in class.

4. Grading Policy:

Your course performance will be evaluated as follows:

- 2 Pop quizzes 5%
- One midterm exam – Chapters 1-8 30%
- One project – Decision making process 25%
- Final exam – Chapters 9-15 40%

Grades
- Requests for grade changes will be considered only if the instructor made a procedural or administrative error. No changes of the weights will be considered.
- There will be no “make up work” available.
- The only “extra credit” work available is the Faculty of Business Administration Participant Pool that provides students with the opportunity to participate in research and to earn research credits that they can allocate toward eligible business classes, including the CB class (to a maximum of 2% per eligible class). For more information about our participant pool please visit the faculty website.
- Grades will be posted on UR Courses only. For your security, grades cannot be provided by phone or email.

Pop Quizzes
- The quizzes are meant to reward students who come to class in time and prepared. They will be short and open book. However, if you are missing one, for ANY REASON, you are missing the 2.5% marks.

Exams
- Please come 10 minutes early and bring a picture ID with you.
- Both exams are a combination of closed book and open book. They contain multiple-choice questions (closed book), short open-ended questions (closed book), and cases (open book). The midterm exam is comprised of 50 multiple-choice questions (10% of course grade), one open question (10% of course grade) and one case (10% of course grade). The final exam is
comprised of 50 multiple-choice questions (10% of course grade), one open question (10% of course grade) and two or three cases (20% of course grade).

- Sample questions for the exams are posted on UR Courses. All cases are from the casebook or adapted from the casebook.

**Missed Tests or Exams**

- An excused absence for the midterm exam and final exam may be granted to students on the basis of illness, accident, or other extreme and legitimate circumstances beyond their control. Supporting documentation is required and must be submitted before an excused absence is approved. If a doctor’s note is presented, the note has to specify that the student was unable to take the test on the scheduled date due to illness. An appointment card is not considered valid documentation. If a student is granted an excused absence for the midterm exam he/she will have the weight added to the weight for the final exam. The authority to approve deferrals of final examinations rests with the Associate Dean Undergraduate in the student’s Faculty. To be granted a deferred final exam a student has to be in good standing (passing marks) in the class.

**Project**

- Objective: to describe, understand, and analyze the consumer decision making process involved in the purchase of a high value and high involvement item with the purpose of applying the theoretical notions learned in class and providing specific and useful marketing recommendations.

- Overview: one person, the “consumer”, actually goes through the process of purchasing (without finally purchasing) the item. Choose the person in your team who really cares about the product. The other student in the team acts as “researcher”, making notes of the consumer’s behavior and the marketing environment, describing and understanding the whole process. These notes should be very detailed and should cover all the stages of the problem-solving process (i.e., problem recognition, search for relevant information, evaluation of alternatives, choice decision, purchase, and post-purchase use and re-evaluation). Based on these notes, both students analyze the decision-making process.

- Instructions:
  - Form your team of 2 students by October 2. You choose based on your schedules and preferences. If you don’t know anybody, tell me.
  - Assign the role of “consumer” and “researcher”. The consumer should really care about the product and be motivated to make an elaborate search and an informed decision. The biggest mistake students can make is to have an uninvolved consumer who does not care about the product and the decision. The only difference between the consumer and the researcher is the role they play in the field activity. Past that point, every portion of the project document should be generated together.

- Field notes (very important since the whole project is based on them):
  - The consumer initiates the shopping process. The researcher follows the consumer through the process by making notes of consumer’s actions, thoughts, feelings and the interactions he/she has with the environment. All significant events in the shopping process and the marketing environment surrounding the decision should be described in detail. When the researcher is unsure what the consumer is thinking or feeling, simply ask the consumer and document the question and the response. The researcher also
needs to inquire about reasons for making a particular decision, for choosing a particular website, brand, or store. The consumer stops when he/she has arrived at a final decision and imagines purchase and post-purchase evaluation.

- Problem Solving Process:
  Identify the following elements based on the field notes:
  - Problem Recognition
  - Search for Relevant Information (consider perceived risks)
  - Evaluation of Alternatives (make sure that when evaluating the alternatives, the consumer has in mind his most important attributes)
  - Choice Decisions (identify the decision rule used)
  - Purchase (imaginary)
  - Preparation (imaginary) – if applicable
  - Post-purchase Use and Re-evaluations (imaginary)

  Make a maximum two page table (single spaced, font size 12”) to show the problem solving process.

Sample start of the Problem Solving Table

<table>
<thead>
<tr>
<th>Problem recognition:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sara’s brother is getting married this summer, so Sara decided to buy a new dress for this special occasion. She wants a comfortable dress to wear all day long, price less than $300, full-length with an A-line style. She wants the dress to be comfortable because ….She set a budget of $300 because ……..She prefers a full-length with an A-line style because…….</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Search for Relevant Information:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sara started searching for “Regina woman store” on line using <a href="http://www.google.ca">www.google.ca</a>. She has used Google in the past and liked it because she could found the information she needed. The first site listed was <a href="http://www.madameyes.com">www.madameyes.com</a> and she clicked on it. Sara did not like the results because fashion was for young girls and she considers herself a mature woman. She got frustrated and started searching for “Regina shopping centers”. She found ten locations as follows: …......... She decided to shop at the Cornwall Shopping Centre because she has shopped there before and knows the stores. ..........................</td>
</tr>
</tbody>
</table>

- Discussion and Marketing Implications:
  Using the consumers’ experience as a basis and your table, provide suggestions for the marketer. State what can be done to facilitate things that will help the consumer and remove obstacles that hinder the consumer. Please refer to the Decision Making Process, perceived risks, decision rules, etc. (from Chapters 9-10), the ABC Model of Attitudes and the Elaboration Likelihood Model (from Chapters 7-8), but also the multi attributes models, the 4P’s, needs, self, social influence, demographics and anything we have discussed in class or not that can be used to help the marketer perform better.

Bring your project work on October 2, November 6 and November 27 in class to discuss it with me. Please do not e-mail me your projects as attachments in advance of the due date and ask for general feedback. Instead, ask for specific questions that can be quickly and easily responded to in a return e-mail or come to my office for more extensive issues.
Turn in your hard copy of the project by December 4, 1:00 pm sharp. Late submissions are not accepted and will receive a grade of zero (0%) unless approved in advance and/or proper documentation is provided. Electronic submissions will only be accepted as requested by the professor or under exceptional circumstances (e.g., medical emergencies, extreme weather conditions).

Page length suggestions (single spaced, 12” font size):
Title Page 1 page
Field Notes No restriction (5-10 pages)
Problem-solving process 2 pages (maximum)
Marketing implications 3-5 pages or more

5. Other General Information:

UR Courses
Class notes, grades, messages, discussion boards, etc will be on UR Courses. I recommend that you check UR Courses at least before every class.

Class Attendance
Students are expected to attend all classes. If you miss classes, please understand that you are responsible for all course materials and announcements discussed in that class. Some of the exam or tests questions will be based on examples given in class, video, cases and experiential exercises or other material that is not available in the textbook. Make sure to exchange contact information with a fellow student who can take notes for you if you are absent. I normally take attendance at 1pm sharp and won’t change my recording if you show up late.

Class Policies
- Come to class a few minutes before the class starts. Students coming or leaving during the sessions disturb their colleagues and the instructor. I can understand occasional circumstances where you may be late or need to leave, as long as they are not a habit and are discussed with me in advance. I will use the pop quizzes to reward disciplined students and keep class disturbance under control.
- As a courtesy to your fellow students and your instructor, please turn off all your electronic devices before classes begin and put them in your backpack. That includes your phones, laptops, iPods and iPads. **Recording of any kind or talking pictures in class is not allowed.**
- Name tags are mandatory. In this way we can know our names faster and have a more enjoyable experience. They also help with discipline.
- Please refrain from unacceptable behaviour such as talking (unless it is to make a direct class contribution), reading the newspaper, sleeping, or working on unrelated material.
- **Students are expected to abide by the regulations of the University of Regina.** Students are referred to the University Calendar for information on appeals, withdrawal dates, plagiarism, cheating and misconduct (academic and non-academic). Be sure that you read and understand these regulations (some important information is provided in the Academic Integrity Handout file available on UR courses).
Student Accessibility
If there is any student in this course who, because of a disability, illness or injury, may have a need for special accommodation, please come and discuss this with me and also contact the Centre for Student Accessibility at 306-585-4631 or accessibility@uregina.ca.

Other Specifications
If necessary, I will change aspects of the information in this syllabus. If I do, I will notify you in class and on UR Courses. Please read the syllabus carefully and note the grading system and attendance policy. I will assume that every student who remains enrolled in my course after the syllabus has been distributed has fully understood the class rules.
<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Reading</th>
<th>Cases</th>
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</thead>
<tbody>
<tr>
<td>Sept. 6</td>
<td>Course Outline. An Intro to CB</td>
<td>Outline, Chapter 1</td>
<td>33. The Diversity of CB</td>
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<tr>
<td>Sept. 11</td>
<td>An Introduction to CB</td>
<td>Chapter 1</td>
<td>10. The Great Debate</td>
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<td>Sept. 13</td>
<td>Perception</td>
<td>Chapter 2</td>
<td>4. Information Overload</td>
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<td>5. The Just Noticeable Difference</td>
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<tr>
<td>Sept. 18</td>
<td>Learning and Memory</td>
<td>Chapter 3</td>
<td>7. Behavioural Learning: Classical and Operant Conditioning</td>
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<td>8. Memorable Taglines</td>
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<td>9. Memory Models and Promotional Strategies</td>
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<tr>
<td>Sept. 20</td>
<td>Cases and Experiential Exercises</td>
<td>\textit{Ch. 1-3}</td>
<td>See above</td>
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<tr>
<td>Sept. 25</td>
<td>Motivation and Affect</td>
<td>Chapter 4</td>
<td>11. Maslow’s Need Hierarchy and Consumer Motivation</td>
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<tr>
<td>Sept. 27</td>
<td>The Self</td>
<td>Chapter 5</td>
<td>31. Laddering Interviews and Means-End Chains</td>
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<td>Oct. 2</td>
<td>\textit{Project work – in class}</td>
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<td>\textit{Please bring your laptop - Form your teams}</td>
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<tr>
<td>Oct. 4</td>
<td>Personality, Lifestyles and Values</td>
<td>Chapter 6</td>
<td>12. Appealing to the Id, Superego, and Ego</td>
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<td>13. VALS Segmentation Categories</td>
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<td>14. Positioning Strategies</td>
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<td>Oct. 11</td>
<td>Attitudes</td>
<td>Chapter 7</td>
<td>19. Hierarchies of Effects</td>
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<td>20. The Fishbein Model of Attitude Measurement</td>
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<tr>
<td>Oct. 16</td>
<td>Cases and Experiential Exercises</td>
<td>\textit{Ch. 6-7}</td>
<td>See above</td>
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<tr>
<td>Oct. 18</td>
<td>Attitude Change and Interactive Communication</td>
<td>Chapter 8</td>
<td>22. Multiattribute Models and Attitude Change</td>
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<td>23. The Elaboration Likelihood Model</td>
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<td>24. Social Judgement Theory and Attitude Change</td>
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<td>25. Balance Theory and Spokesperson Strategies</td>
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<tr>
<td>Oct. 23</td>
<td>Review, Cases and Exercises</td>
<td>\textit{Ch. 1-8}</td>
<td>\textit{See above}</td>
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<tr>
<td>Oct. 25</td>
<td>MIDTERM EXAM</td>
<td>\textit{Ch. 1-8}</td>
<td>\textit{See above}</td>
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<tr>
<td>Oct. 30</td>
<td>Individual Decision Making</td>
<td>Chapter 9</td>
<td>27. Decision Heuristics</td>
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<td>28. Decision Rules I: Intro to Decision Rules</td>
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<td>29. Decision Rules II: The Application of DR</td>
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<tr>
<td>Nov. 1</td>
<td>Buying and Disposing</td>
<td>Ch. 10</td>
<td>1. Consumer Retention and Profitability</td>
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<tr>
<td>Nov. 6</td>
<td>\textit{Project work - in class}</td>
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<td>\textit{Please bring your laptop}</td>
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<tr>
<td>Nov. 8</td>
<td>Cases and experiential exercises</td>
<td>\textit{Ch. 9-10}</td>
<td>\textit{See above}</td>
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<tr>
<td>Nov. 15</td>
<td>Group Influence and Social Media</td>
<td>Ch. 11</td>
<td>16. Forms of Reference Group Influence</td>
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<td>17. Types of Reference Groups</td>
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<tr>
<td>Nov. 20</td>
<td>Income, Social Class and Family Structure</td>
<td>Ch. 12</td>
<td>26. Group/Family Decision Making</td>
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<tr>
<td>Nov. 22</td>
<td>Income, Social Class and Family Structure (cont.), Subcultures</td>
<td>Ch. 12, 13</td>
<td>34. Culture and Consumer Behavior</td>
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<td>35. The Chinese Consumer</td>
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<tr>
<td>Nov. 27</td>
<td>Subcultures (cont., if needed) \textit{Project work – in class}</td>
<td>Ch. 13</td>
<td>\textit{Please bring your laptop}</td>
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<tr>
<td>Nov. 29</td>
<td>Cultural Influences on CB</td>
<td>Ch. 14</td>
<td>\textit{See above}</td>
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<tr>
<td>Dec. 4</td>
<td>\textit{Project due – 1:00 pm sharp} The Creation and Diffusion of Culture</td>
<td>Ch. 15</td>
<td>15. Adopter Strategies</td>
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<td>18. Diffusion of Innovation</td>
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<tr>
<td>Dec. 20</td>
<td>FINAL EXAM – 9am - 11:30am</td>
<td>\textit{Ch. 9-15}</td>
<td>\textit{See above}</td>
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</tbody>
</table>
Feeling Stressed? Always worried?

Some stress is normal when you’re going to university but 1 in 5 students will suffer from enough distress that they would benefit from counselling.

What can I do?

The U of R offers several counselling services free of charge for students at the U of R. These sessions are confidential and easy to access for students – simply go to the second floor of Riddell, Room 251 to make an appointment.

When should you go?

Knowing when to schedule an appointment can be tough. Some common issues you might need help with include test anxiety, if you’ve experienced a trauma like losing a family member or a close friend, or if you’ve recently ended a relationship.

If the feelings you’re experiencing are more intense and severe counselling services can also provide urgent service within 3 days and referrals as needed.

What options are available for me?

Personal Counselling – This is a great option if you’d like one on one attention for things like anxiety and panic, relationship conflict, depression, grief and loss, academic issues, body image and substance abuse. Up to 8 sessions are free per semester. Try it – talking about your problems can be more helpful than you might think!

Group Counselling – Simply put, you’re not alone. Many students are experiencing the same things as you. The U of R offers a wide variety of group counselling opportunities that can help teach many skills for managing your mental health, including: Meditation and relaxation, Healthy relationships, Stress Management and Self-Care.

But I can’t afford counselling...

Seeking counselling doesn’t have to be cost prohibitive. Many students can benefit from the 8 free sessions offered by the University as a benefit of being a student.

If you need more sessions make sure you contact URSU and visit www.iHaveAPlan.ca. Many expenses that are related to mental health, including going to a psychologist, are partially covered by your Student Health and Dental Plan!

What else can I do?

Self-care - taking better care of yourself, can help you out. Eating better, working out, smoking and drinking less and balancing school with fun can all help with mental health!

Have a problem but don’t know how to fix it?

URSU’s Student Advocate can help you free of charge!

- Academic Appeals
- Disciplinary Appeals
- Student Loan Appeals
- Emergency Bursaries
- Notary Public
- Rentalsman Appeals
- E-mail advocate@ursu.ca to schedule an appointment today!