



B.E. International Program

Faculty of Economics, Thammasat University



Course Outline

MK311 Consumer Behavior

Semester 2/2013 (January 13 – May 3, 2014)

Number of credits: 3 credits

Lecture Time: Tuesdays 2.00 – 5.00 PM

Lecture Venue: Room 304, 3rd floor, Faculty of Economics
Thammasat University, Tha Prachan Campus

Instructor: Assoc. Prof. Dr. Kritsadarat Wattanasuwan

E-Mail: kritsadarat@tbs.tu.ac.th

Office: Room 549

Office Hours: 1.00-2.00 p.m.

Prerequisite: *(Curriculum 2009) MK 201 or MK 202*
(Curriculum 2009) Have earned credits of MK 201 or MK 202

Course Description

(Curriculum 2009)

A study of concepts and theories of behavioral analysis in order to understand consumer and their behavior. Topics include both traditional thinking, which emphasizes psychological and behavioral theory for purchasing decision-making process, as well as contemporary alternative theories, which emphasizes understanding consumer from social and cultural dimensions. This course covers the understanding of both individual and organizational behavior that influences the purchasing decision.

(Curriculum 2013)

A study of concepts and theories of behavioral analysis in order to understand consumers and their behavior. Topics include both traditional thinking, which emphasizes psychological and behavioral theory for the decision-making process of purchasing, and contemporary alternative theories, which emphasize understanding consumers from social and cultural dimensions. This course covers the understanding of both individual and organizational behaviors that influence the purchasing decision.

Course Objectives

1. To understand consumer behavior as a vital constituent of marketing.
2. To be able to explicate the concept and process of consumer behavior.
3. To be able to critically analyze consumer behavior and to define relevant influences on the consumer's purchasing decision.

To be able to apply the students' knowledge of consumer behavior in their marketing careers and their everyday lives.

Dated latest Curriculum Revision

December 24, 2012

Purposes of Curriculum Revision

The curriculum is revised regularly to ensure the relevance of the courses to the business world. The contents are updated so that it is of the benefits of the students in their future studies or future careers.

Hour Employed per Semester

Lecture	Supplemental Classes	Laboratory/ Field Work/ Internship	Self-Study
45 hours	0 hours	0 hours	90 hours

Main texts

Solomon, Michael (2012), *Consumer Behavior: Buying, Having, and Being*, Tenth edition, Upper Saddle River, New Jersey: Pearson Prentice Hall.

Recommended Texts & Materials

1. Arnould, Eric J., Linda L. Price and George M. Zinkhan (2004), *Consumers*, Second Edition, Singapore: McGraw-Hill.

Sherry, John (ed.) (1995), *Contemporary Marketing and Consumer Behavior*, Thousand Oaks: SAGE Publication.

Learning Outcomes

The five learning outcomes are stated below:

1. Morality and Ethics:	Expected outcomes on morality and ethics:	
	N/A	1.1 Possess honesty, sacrifice, self-, social-, and environmental responsibility.
	N/A	1.2 Value “sufficiency” theory and adapt it in life path by adhering to adequacy, rationale, and immunity development.
	N/A	1.3 Value disciplines, respect, and comply with the rules and regulations of the institution and society at large.
	○	1.4 Acquire knowledge related to business morality and ethics, and be able to handle ethical dilemma with integrity.
	Teaching methods:	
	<ol style="list-style-type: none"> 1. Discuss the ethical issues regarding marketing responsibility towards consumers and society. 2. Discuss the morality and ethical issues in consumer behavior 	
Evaluation methods:		
<ol style="list-style-type: none"> 1. Class Discussion 2. Examination 		

2. Knowledge:	Expected outcomes on knowledge:	
	N/A	2.1 Acquire knowledge on and understand the important concepts in business management.
	N/A	2.2 Acquire knowledge on and understand the important social and science concepts related to business management.
	N/A	2.3 Acquire knowledge on and understand the important concepts related to business processes, planning, corporate structures, operations, control, performance evaluation and contingency plan to suit the circumstances.
	○	2.4 Acquire the knowledge on academic advancement and professional development in business management including the understanding of the situational adaptability and its impacts on business.
	Teaching methods:	
	<ol style="list-style-type: none"> 1. Explain concepts and theories regarding consumer behavior 	

	<ol style="list-style-type: none"> 2. Give examples of how understanding consumer behavior helps marketers to develop effective marketing strategies. 3. Discuss how marketers can employ consumer behavior theories in their marketing practice. 						
	<p>Evaluation methods:</p>						
	<ol style="list-style-type: none"> 1. Class Discussion 2. Individual Assignment 3. Group Project 4. Examination 						
<p>3. Intellectual Development:</p>	<p>Expected outcomes on intellectual development:</p> <table border="1" data-bbox="568 707 1398 1115"> <tr> <td data-bbox="568 707 663 819">●</td> <td data-bbox="663 707 1398 819">3.1 Be able to search and process information and utilize various concepts appropriately in a given circumstance.</td> </tr> <tr> <td data-bbox="568 819 663 931">○</td> <td data-bbox="663 819 1398 931">3.2 Be able to think systematically and rationally and to integrate knowledge from other disciplines to solve the problems in business and other settings.</td> </tr> <tr> <td data-bbox="568 931 663 1115">N/A</td> <td data-bbox="663 931 1398 1115">3.3 Be able to collectively propose solutions to problems at hand and analyze the impacts of the proposed solutions and be able to choose the solution that is appropriate to a given situation to ensure business competitive advantages.</td> </tr> </table> <p>Teaching methods:</p> <ol style="list-style-type: none"> 1. Discuss how to apply consumer behavior theories to gain consumer insights. 2. Assign individual assignments and group project to acquire consumer insights. <p>Evaluation methods:</p> <ol style="list-style-type: none"> 1. Class Participation 2. Individual Assignments 3. Group Project 4. Examination 	●	3.1 Be able to search and process information and utilize various concepts appropriately in a given circumstance.	○	3.2 Be able to think systematically and rationally and to integrate knowledge from other disciplines to solve the problems in business and other settings.	N/A	3.3 Be able to collectively propose solutions to problems at hand and analyze the impacts of the proposed solutions and be able to choose the solution that is appropriate to a given situation to ensure business competitive advantages.
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<p>4. Interpersonal Skills and Responsibilities:</p>	<p>Expected outcomes on Interpersonal Skills and Responsibilities:</p> <table border="1" data-bbox="568 1749 1398 2011"> <tr> <td data-bbox="568 1749 663 1861">○</td> <td data-bbox="663 1749 1398 1861">4.1 Be able to work in team, possess interpersonal skills and leadership skills, and be professionally adaptive to a given situation.</td> </tr> <tr> <td data-bbox="568 1861 663 1928">○</td> <td data-bbox="663 1861 1398 1928">4.2 Be creative and constructively criticize to solve problem of the team.</td> </tr> <tr> <td data-bbox="568 1928 663 2011">○</td> <td data-bbox="663 1928 1398 2011">4.3 Be responsible for self-learning and professional development.</td> </tr> </table>	○	4.1 Be able to work in team, possess interpersonal skills and leadership skills, and be professionally adaptive to a given situation.	○	4.2 Be creative and constructively criticize to solve problem of the team.	○	4.3 Be responsible for self-learning and professional development.
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	Teaching methods:	
	1. Assign group project	
	Evaluation methods:	
	1. Group Project 2. Peer Evaluation	
5. Quantitative Analysis, Communication and Information Technology:	Expected outcomes on Quantitative Analysis, Communication and Information Technology:	
	N/A	5.1 Be able to apply mathematics, statistics, quantitative analysis in analyzing and making decisions in business and daily life.
	N/A	5.2 Be able to efficiently communicate in Thai and foreign languages that are relevant in doing business.
	○	5.3 Be able to explain the issues and make the issues clear in verbal or writing, and be able to choose the appropriate pattern of communication for different groups of audience both in business context and in other contexts.
	N/A	5.4 Be able to utilize the information technologies or others to support the business operations.
	Teaching methods:	
	1. Assign individual assignments 2. Assign group project	
	Evaluation methods:	
	1. Individual Assignment Presentation and Discussion 2. Group Project Presentation	

Evaluation Plan

The evaluation plan for this course is stated as follows:

Expected Outcomes	Methods/Activities	Week(s) Evaluated	Weights Assigned
1.4, 2.4, 3.1, 3.2, 4.1, 4.2, 4.3, and 5.3	Class Participation	Every week	10%
1.4, 2.4, 3.1, 3.2, and 5.3	Individual Assignments	2-13	10%
1.4, 2.4, 3.1, 3.2, 4.1, 4.2, 4.3, and 5.3	Group Project	14-15	30%
1.4, 2.4, 3.1, 3.2, and 5.3	Final Examination	16	50%
			100%

Course Schedule

The course schedule for this course is stated as follows:

Session/Date & Time	Topics	Activities/ Text & Materials/ Media
#1: Tuesday 14 Jan 2014 2:00-5:00 p.m.	<p>Introduction to the Course</p> <ul style="list-style-type: none"> • Course Description and Objectives • Teaching Philosophy • Course Administration • Course Schedule and Outline <p>Overview of Consumer Behaviour</p> <ul style="list-style-type: none"> • Consumers in the Marketplace • Importance of Consumer Behavior • Consumer Behavior and Marketing • Scope of Consumer Behavior Study 	<p>Explain course outline</p> <p>Read Chapter 1</p> <p>Class discussion on the topics</p>
#2: Tuesday 21 Jan 2014 2:00-5:00 p.m.	<p>Consumers as Individuals</p> <ul style="list-style-type: none"> • Perception 	<p>Read Chapter 2</p> <p>Class discussion on the week topic.</p> <p>Assign individual assignment on the topic.</p>
#3: Tuesday 28 Jan 2014 2:00-5:00 p.m.	<p>Consumers as Individuals</p> <ul style="list-style-type: none"> • Learning and Memory 	<p>Read Chapter 3</p> <p>Class discussion on the selected individual assignments of the previous week.</p> <p>Class discussion on the week topic.</p> <p>Assign individual assignment on the week topic.</p>
#4: Tuesday 4 Feb 2014 2:00-5:00 p.m.	<p>Consumers as Individuals</p> <ul style="list-style-type: none"> • Motivation • Involvement • Emotions 	<p>Read Chapter 4</p> <p>Class discussion on the selected individual assignments of the previous week.</p> <p>Class discussion on</p>

		the week topic. Assign individual assignment on the week topic.
#5: Tuesday 11 Feb 2014 2:00-5:00 p.m.	<p>Consumers as Individuals</p> <ul style="list-style-type: none"> • Attitudes • Attitude Change 	<p>Read Chapter 7 & 8 Class discussion on the selected individual assignments of the previous week. Class discussion on the week topic. Assign individual assignment on the week topic.</p>

#6: Tuesday 18 Feb 2014 2:00-5:00 p.m.	<p>Consumers as Individuals</p> <ul style="list-style-type: none"> • The Self: Traditional View • The Self: Alternative View • Personality <p>Consumers and Symbolic Consumption: An Alternative View to Understand Consumers</p> <ul style="list-style-type: none"> • Consumer Identity and Symbolic Consumption • Consumers and Meaning Appropriation • Possessions and the Extended Self 	<p>Read Chapter 5 & 6, and class handout Class discussion on the selected individual assignments of the previous week. Class discussion on the week topic. Assign individual assignment on the week topic.</p>
#7: Tuesday 25 Feb 2014 2:00-5:00 p.m.	<p>Consumers as Individuals</p> <ul style="list-style-type: none"> • Lifestyle and Values 	<p>Read Chapter 6 Class discussion on the selected individual assignments of the previous week. Class discussion on the week topic. Assign individual assignment on the week topic.</p>
#8: Tuesday 11 Mar 2014 2:00-5:00 p.m.	<p>Consumers as Social Beings</p> <ul style="list-style-type: none"> • Consumers and Social Structure • Consumers and Demographics 	<p>Read Chapter 13-15 Class discussion on the selected individual assignments of the previous week.</p>

	<ul style="list-style-type: none"> • Consumers and Social Class 	<p>Class discussion on the week topic. Assign individual assignment on the week topic.</p>
<p>#9: Tuesday 18 Mar 2014 2:00-5:00 p.m.</p>	<p>Consumers as Social Beings</p> <ul style="list-style-type: none"> • Consumers and Reference Groups • Consumers and Family 	<p>Read Chapter 11 Class discussion on the selected individual assignments of the previous week. Class discussion on the week topic. Assign individual assignment on the week topic.</p>
<p>#10: Tuesday 25 Mar 2014 2:00-5:00 p.m.</p>	<p>Consumers as Social Beings</p> <ul style="list-style-type: none"> • Consumers and Culture • Consumers and Subcultures • Cultural Changes and Diffusion <ul style="list-style-type: none"> ○ Globalization ○ Media Society ○ Postmodernity ○ Body Culture 	<p>Read Chapter 16 & 17 Class discussion on the selected individual assignments of the previous week. Class discussion on the week topic. Assign individual assignment on the week topic.</p>
<p>#11: Tuesday 1 Apr 2014 2:00-5:00 p.m.</p>	<p>Consumers as Decision Makers</p> <ul style="list-style-type: none"> • Individual Purchase Decision Process • Consumer Satisfaction 	<p>Read Chapter 9 & 10 Class discussion on the selected individual assignments of the previous week. Class discussion on the week topic. Assign individual assignment on the week topic.</p>
<p>#12: Tuesday 8 Apr 2014 2:00-5:00 p.m.</p>	<p>Consumers as Decision Makers</p> <ul style="list-style-type: none"> • Group Decision • Consumers and Family Decision 	<p>Read Chapter 12 Class discussion on the selected individual assignments of the previous week. Class discussion on the week topic. Assign individual assignment on the week</p>

		topic.
#13: Tuesday 22 Apr 2014 2:00-5:00 p.m.	<p>Other Sides of Consumers</p> <ul style="list-style-type: none"> • Impulsive Buying Behavior • Consumer Fantasy, Fun and Escapism • The Dark Side of Consumer Behavior <p>Consumer Behavior and Marketing</p> <ul style="list-style-type: none"> • Marketing and Consumer Research • Marketing and Consumer Responsibility 	<p>Read Chapter 1</p> <p>Class discussion on the selected individual assignments of the previous week.</p> <p>Class discussion on the week topic.</p> <p>Assign individual assignment on the week topic.</p>
#14-15: Tuesday 29 Apr 2014 *2:00-8:00 p.m.	Group Project Presentation	<p>Group Project Submission</p> <p>Group Presentation and Class Discussion</p>

Details on Assignments

The details for the assignment are stated as follows:

1. Reading Assignment

Students are required to read the assigned chapter(s) from the text or material(s) distributed prior to class.

2. Individual Assignments

Each assignment is an individual work, which students are required to submit in written papers (double-spacing typed A4). Presentation of the work may also be required. Grading will be based on the quality of the discussion and/or presentation.

3. Group Project

Students are required to form a term project group (max. 8 members). Participation and involvement in the group's work by each individual will be taken into account for grading. That is, peer evaluation will be assessed.

The group project is to study a particular topic of consumer behaviour of the group's interest. The project report should be approximately 30 pages long (double-spacing typed A4). Time allow for each group presentation is 30 minutes.

Notes to Students

Teaching Philosophy:

In class, teaching and learning aims to pursue a process of joint learning with students. That is, the lecturer introduces concepts and theories of Consumer Behavior to the class; then students share their experiences regarding the lectured concepts and theories. Hopefully, we learn from each other for ultimately we all are consumers!!!
Outside class, students are encouraged to do their own self-study as much as possible. As consumer behavior is a ‘dynamic subject’, assignments and the term paper intend to provide some of the necessary analytical skills needed.

Attendance The regulations on the class attendance is stated below:

Important Notes to Students Regarding Class Attendance Announced by BBA International Program:
<p>a. Students who miss more than 13 hours of class but less than 22 hours must seek instructor’s approval for eligibility to take the final exams and approval by the dean. The dean’s decision is considered final.</p> <p>b. Students who miss more than 22 hours of class are NOT eligible to take the final exams and results in course failure.</p> <p>Please note that feigning other student signatures or failure to attend class after signing in results different level of penalty imposed.</p> <ul style="list-style-type: none"> o Level 1 penalty: First time rule breakers will be considered as “Absent” for that actual class time. And a warning letter issued to first-time rule breakers. o Level 2 penalty: Second time rule breakers receive an “F” for the course and will not be considered for BBA scholarships, exchange student programs and other awards. o Level 3 penalty: Third-time rule breakers are given one semester of class suspension. <p>Cheating in any form of class exam or quiz or plagiarism is subject to the penalties based on Thammasat University’s student compliance act.</p>

Course and Teaching Evaluation and Improvement

<p>The Program has set policies related to course and teaching evaluation and improvement as follows:</p>
<p>1. Strategies for course evaluation by students:</p> <p>There will be two evaluations per course: Mid-semester and end-of-semester course evaluations. The course evaluation will be administered by BBA staff with the instructor absent from the classroom. The instructor will receive feedback from students in the following key areas:</p> <ul style="list-style-type: none"> ▪ Class preparation ▪ Teaching capability ▪ Appropriateness of activities or assignments ▪ Encouragement of Class discussion ▪ Opportunity to ask questions ▪ Encouragement of independent study and additional practices ▪ Benefits of the course <p>Course evaluation will be summarized and returned to the instructor after the grades are sent to the Program. Moreover,</p>

the course evaluation of each instructor of every course offered will be reviewed by BBA Operating Committee.
2. Evaluation strategies in teaching methods:
The effectiveness of teaching methods will be evaluated from the students' accomplishments such as participation, assignments, and exams.
3. Improvement of teaching methods:
The instructor will use the feedbacks from 2. Above to improve the teaching methods.
4. Evaluation of students' desire learning outcomes:
After receiving the feedback from the mid-semester course evaluation and students' assessments, the instructor revises the teaching methods to ensure that the desired learning outcomes are achieved.
5. Review and improvement for better outcomes:
A summary of course evaluation for each course will be supplied to course instructor. The Program will use the feedback to improve the curriculum structure and course content in the regular curriculum revision cycle.

Important Dates

Class Begins	January 13, 2014
Adding and Dropping Course	January 13-27, 2014
Midterm Exam Period	March 3-8, 2014 (No Lectures)
Midterm Exam	-
Course Withdrawal with "W"	March 19-24, 2014
Class Ends	May 3, 2014
Final Exam	May 7, 2014; 09.00 AM - noon