



B.E. International Program

Faculty of Economics, Thammasat University



Course Outline

MK 311: Consumer Behaviour

Semester 2/2011 (January 9 – May 20, 2012)

Prerequisite: MK 201 or MK 202

Course Description:

This course aims to equip and familiarise students with consumer behaviour as an underpinning notion to their marketing education. The lectures embrace and integrate a mixture of concepts derived from various disciplines such as psychology, sociology and anthropology which are used to study and explain consumer behaviour.

Course Objectives:

After taking this course, students are expected to achieve learning objectives as follows:

1. To understand consumer behaviour as a vital constituent of marketing.
2. To be able to explicate the concept and process of consumer behaviour.
3. To be able to critically analyse consumer behaviour and to define relevant influences on the consumer's purchasing decision.
4. To be able to apply the students' knowledge of consumer behaviour in their marketing careers and their everyday lives.

Class Time and Venue:

Date: Tuesdays

Time: 14.00 – 17.00 hr.

Venue: Room 303, Faculty of Economics Building

Lecturer:

รองศาสตราจารย์ ดร. กฤษณ์รัตน์ วัฒนสุวรรณ

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Required Texts and Materials:

Solomon, Michael (2009), *Consumer Behavior: Buying, Having, and Being*, eighth edition, Upper Saddle River, New Jersey: Pearson Prentice Hall or

Supplementary Texts and Readings:

1. Arnould, Eric J., Linda L. Price and George M. Zinkhan (2004), *Consumers*, Second Edition, Singapore: McGraw-Hill.
2. Sherry, John (ed.) (1995), *Contemporary Marketing and Consumer Behavior*, Thousand Oaks: SAGE Publication.

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 Behaviour 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 behaviour is a 'dynamic subject', assignments and the term paper intend to provide some of the necessary analytical skills needed.

Grading:

Class Participation	10 %
Assignments	10 %
Term Paper (and Presentation)	30 %
Final Examination	50 %
Total	100%

Course Administration:

1. Reading Assignment

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

2. 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. Term Paper

Students are required to form a term paper group (max. 8 people). 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 term paper is to study a particular topic of consumer behaviour of the group's interest. The paper should be approximately 30 pages long (double-spacing typed A4). Time allow for each presentation is 30 minutes.

Remarks:

- ◆ Final Examination Monday 14 May 2012, 09.00-12.00 hrs.
- ◆ Term Paper Presentation Tuesday 24 April 2012, 14.00-20.00 hrs.

Course Schedule

Session	Date	Topic	Reading Assignment
1	Tue 17 Jan	Introduction to the Course ◆ Course Description and Objectives ◆ Teaching Philosophy ◆ Course Administration ◆ Course Schedule and Outline Overview of Consumer Behaviour ◆ Consumers in the Marketplace ◆ Importance of Consumer Behaviour ◆ Consumer Behaviour and Marketing ◆ Scope of Consumer Behaviour Study	Course Syllabus Chapter 1
2	Tue 24 Jan	Consumers as Individuals ◆ Perception	Chapter 2
3	Tue 31 Jan	Consumers as Individuals ◆ Learning and Memory	Chapter 3
4	Tue 7 Feb	Consumers as Individuals ◆ Motivation ◆ Involvement ◆ Emotions	Chapter 4
5	Tue 14 Feb	Consumers as Individuals ◆ Attitudes ◆ Attitude Change	Chapter 7 Chapter 8
6	Tue 21 Feb	Consumers as Individuals ◆ The Self: Traditional View ◆ The Self: Alternative View ◆ Personality	Chapter 5 Chapter 6
7	Tue 6 Mar	Consumers as Individuals ◆ Lifestyle and Values Consumers and Symbolic Consumption: An Alternative View to Understand Consumers ◆ Consumer Identity and Symbolic Consumption ◆ Consumers and Meaning Appropriation ◆ Possessions and the Extended Self	Chapter 6

Session	Date	Topic	Reading Assignment
8	Tue 13 Mar	Consumers as Social Beings ◆ Consumers and Social Structure ◆ Consumers and Demographics ◆ Consumers and Social Class	Chapter 13-15
9	Tue 20 Mar	Consumers as Social Beings ◆ Consumers and Reference Groups ◆ Consumers and Family	Chapter 11
10	Tue 27 Mar	Consumers as Social Beings ◆ Consumers and Culture ◆ Consumers and Subcultures ◆ Cultural Changes and Diffusion ◆ Globalisation ◆ Media & Information Society ◆ Postmodernity ◆ Body Culture	Chapter 16-17
11	Tue 3 Apr	Consumers as Decision Makers ◆ Individual Purchase Decision Process ◆ Consumer Satisfaction	Chapter 9 Chapter 10
12	Tue 10 Apr	Consumers as Decision Makers ◆ Group/Organisational Decision ◆ Consumers and Family Decision	Chapter 12
13	Tue 17 Apr	Other Sides of Consumers ◆ Impulsive Buying Behaviour ◆ Consumer Fantasy, Fun and Escapism ◆ The Dark Side of Consumer Behaviour Consumer Behaviour and Marketing ◆ Marketing and Consumer Research - Marketing and Consumer Responsibility	Chapter 1
14-15*	Tue 24 Apr 14.00-20.00	Paper Presentation	 20 Min/Group
	Mon 14 May 09.00-12.00	Final Examination	