

Saint Leo University

**MKT 383
Consumer Behavior**

Course Description:

This course studies consumers' purchase and consumption patterns and their implication on marketing decisions. The consumers' decision process is detailed, including need recognition, search, prepurchase evaluation, consumption, and satisfaction, with an emphasis on individual consumer differences, the psychological process, and environmental influences.

Prerequisite:

MKT 301

Textbooks:

Babin, Barry J., Harris, Eric G. (2018) *CB8*, South-Western, Cengage Learning, Mason, Ohio, ISBN: 9781337458948.

Learning Outcomes:

At the completion of this course, the student should be able to:

- Explain key concepts developed in psychology, economics, sociology, and anthropology and their relationship to consumer behavior.
- Explain the motivational factors involved in consumer purchase decisions as well as the processes consumers use to make these decisions.
- Translate consumer behavior from the behavioral sciences into implications for action by marketing managers and/or public policy makers.
- Apply consumer behavior concepts in an ethical manner.

Core Value:

Integrity: The commitment of Saint Leo University to excellence demands that its members live its mission and deliver on its promise. The faculty, staff, and students pledge to be honest, just, and consistent in word and deed.

Evaluation:

The grade for this course will be determined by the completion of quizzes, discussion assignments, Term Paper, and a comprehensive Final Exam. Each assignment will carry the following points:

Type of Assignment	Total Points
2 Quizzes	10%
8 Discussion Questions	20%
4 Homework Assignments	20%
Consumer Behavior Term Paper	20%
Midterm and Final Exams	30%
Total	100%

Participation

The following rubric is provided for you to use to assess your participation. Please take the time throughout the course to assess where your participation level falls. It is recommended that you review this early in the course to see what is expected of you, and then again near Module 4 so you can judge for yourself just how well you have been doing, but please feel free to use it as often as you feel necessary. This document is for your use, so you know what is expected of you and how your instructor will be grading you.

Level 4

- Provides concrete examples from the readings to support postings.
- Integrates prior readings in postings.
- Integrates personal observations and knowledge in an accurate and highly insightful ways.
- Presents new observations.
- Constructively responds to classmates' postings.
- Participates in all module discussions.
- Posts are organized and information is presented in a logical sequence.
- Word choice and sentence structure are suitable.

Level 3

- Refers to examples from the readings to support postings.
- Integrates personal observations and knowledge in an accurate way.
- Presents new observations.
- Constructively responds to classmates' postings.
- Participates in all module discussions.
- Posts are organized, and information is presented in a logical sequence.
- Word choice and sentence structure are suitable.

Level 2

- Alludes to the readings to support postings.
- Integrates personal observations and knowledge in a cursory manner.
- Does not present new observations.
- Constructively responds to classmates' postings.
- Posts are somewhat disorganized and information is not presented in a logical sequence.
- Word choice and sentence structure are not suitable.

Quizzes (150 points total/10 Percent of Grade)

You are required to take two short essay quizzes. The quizzes pertain to the materials related to the modules in which they are posted and the materials prior to those modules. The purpose of the quizzes is to assure you understand the material presented. There are three questions in each of the quizzes and each question carries an equal weight within the quiz.

Homework Assignments (200 points total)

Homework will be case study questions that verify your knowledge and comprehension of key elements of the consumer behavior process and also further your understanding of the information contained in the reading assignments. You must complete the questions at the end of each assigned case study.

Consumer Behavior Term Paper (200 points total)

The purpose of this Term Paper is for the student to research and write an academic explanation of one of the key elements in consumer behavior and why it is relevant to marketing. Your paper should not exceed six (6) pages. (Abstract and reference page **do not** count towards the six pages). All sources must be cited. APA format must be used in preparing this paper; refer to the APA Guide in the course Resources for information on APA formatting. All references must use the APA format. Please use the appendices to fully explain your report.

Correct grammar, spelling, and punctuation are expected. Please also refer to the plagiarism statement in this syllabus and make sure you provide a reference page. Do NOT include pictures to 'prettify' your paper unless they are indispensable to answer the questions.

Your paper will be graded based on:

- *the depth of analysis and transfer, that is, how well you are able to use course concepts and consumer behavior research and theories to better understand the consumer behavior you describe;*
- *the richness and relevance of data/information you found to support your arguments;*
- *proper citation of articles and books.*

Submit the paper to the Consumer Behavior Term Paper Assignment box (The Assignment box basket is linked to Turnitin). The paper should be a Word document (.doc or .docx). Submit the Consumer Behavior Term Paper to the Assignment box **no later than Sunday 11:59 PM EST/EDT of Module 8**.

Midterm and Final Exam (300 points total)

The Midterm Exam is comprised of 7 essay-type questions and the Final Exam is comprised of 7 essay-type questions.

Discussion Assignments (200 points total)

Each discussion question is worth 25 points and there are a total of 8 discussion questions. Post an initial response to the discussion question and respond to at least two of your classmates' discussion posts.

Class Content/Topics/Schedule

Module 1: Consumer Behavior and Value

Objectives: When you complete this module, you should be able to:

- Define consumption and consumer behavior.
- Explain developing marketing strategies.
- Explain the Consumer Value Framework and the Customer Lifetime Value.
- Describe market segmentation and differentiation.
- List and describe factors that influence the consumer.

Assignments:

Items to be Completed:	Due No Later Than:
Post introduction to your classmates	Thursday 11:59 PM EST/EDU
Read assigned materials	
Post initial response to the discussion question	Thursday 11:59 PM EST/EDT
Post responses to at least two classmates	Sunday 11:59 PM EST/EDT
Submit Quiz 1	Sunday 11:59 PM EST/EDT

Module 2: Consumer Learning

Objectives: When you complete this module, you should be able to:

- Define the elements of consumer perception and explain the perception process.
- Explain difference between intentional and unintentional learning.
- Apply the concepts implicit and explicit memory.
- Explain comprehension and the factors of influence.
- Explain knowledge, meaning, and value and why they are inseparable as well as associative networks to map consumer knowledge.
- Apply the concept of cognitive schema and consumer reaction to new products.

Assignments:

Items to be Completed:	Due No Later Than:
Read assigned materials	
Post initial response to the discussion question	Thursday 11:59 PM EST/EDT
Post response to at least two classmates	Sunday 11:59 PM EST/EDT
Submit Case Study 1	Sunday 11:59 PM EST/EDT

Module 3: Motivation, Emotions, and Personality and Effects on Consumer Behavior

- Objectives:** **When you complete this module, you should be able to:**
- Describe basic consumer motivations and what initiates human behavior.
 - Explain how to measure consumer emotions and how emotions help shape value.
 - Define the concept of schema value.
 - Define personality and traits as applied to consumer behavior.
 - Explain the role of the self-concept and the concept of self-congruency in consumer behavior issues.

Assignments:

Items to be Completed:	Due No Later Than:
Read assigned materials	
Post initial response to the discussion question	Thursday 11:59 PM EST/EDT
Post response to at least two classmates	Sunday 11:59 PM EST/EDT
Submit Case Study 2	Sunday 11:59 PM EST/EDT

Module 4: Attitudes, Core Values, and Communications

- Objectives:** **When you complete this module, you should be able to:**
- Explain attitudes, attitude components, and attitude functions as well as attitude theory and hierarchy of effects concept.
 - Explain major consumer attitude models and attitude change theories and their role in persuasion.
 - Use the key dimensions of core societal values (CSV) to understand the concept of cultural distance.
 - Define acculturation and enculturation.
 - List fundamental elements of verbal and non-verbal communications.

Assignments:

Items to be Completed:	Due No Later Than:
Read assigned materials	
Post initial response to the discussion question	Thursday 11:59 PM EST/EDT
Post response to at least two classmates	Sunday 11:59 PM EST/EDT
Complete Midterm Exam	Sunday 11:59 PM EST/EDT

Module 5: Microcultures, Group Influence, Diffusion Process, and WOM

Objectives: When you complete this module, you should be able to:

- List the different types of reference groups that influence consumers and their influence on value perceptions.
- Explain word of mouth communications in consumer behavior.
- Explain the diffusion process and the role of opinion leaders.
- Explain the various microcultures and their relationships to an overall culture.
- Explain cultural and demographic trends.

Assignments:

Items to be Completed:	Due No Later Than:
Read assigned materials	
Post initial response to the discussion question	Thursday 11:59 PM EST/EDT
Post response to at least two classmates	Sunday 11:59 PM EST/EDT
Submit Case Study 3	Sunday 11:59 PM EST/EDT

Module 6: Decision-Making: Need, Recognition, Search, Evaluation, and Choice

Objectives: When you complete this module, you should be able to:

- Describe the consumer decision-making process, major decision-making approaches, and research perspectives.
- Explain internal and external search.
- Explain decision-making and risk.
- Determine the difference between evaluative and determinant criteria.
- Explain product categorization in the evaluation process and how value affects the evaluation of alternatives.
- Distinguish between compensatory and non-compensatory rules.

Assignments:

Items to be Completed:	Due No Later Than:
Read assigned materials	
Post initial response to the discussion question	Thursday 11:59 PM EST/EDT
Post responses to at least two classmates	Sunday 11:59 PM EST/EDT
Complete Quiz 2	Sunday 11:59 PM EST/EDT
Submit Consumer Behavior Term Paper	Sunday 11:59 PM EST/EDT of Module 8

Module 7: Consumer Situations, Consumption, and Consumer Satisfaction

Objectives: When you complete this module, you should be able to:

- Know the different ways that time affects consumer behavior.
- Understand how value varies with situations.
- Distinguish the concepts of unplanned, impulse, and compulsive consumer behavior.
- Discuss the relative importance of satisfaction and value in consumer behavior.
- Understand problems with commonly applied satisfaction measures.
- Use expectancy disconfirmation, equity, and attribution theory approaches to explain consumer postconsumption reactions.

Assignments:

Items to be Completed:	Due No Later Than:
Read assigned materials	
Post initial response to the discussion question	Thursday 11:59 PM EST/EDT
Post response to at least two classmates	Sunday 11:59 PM EST/EDT
Submit Case Study 4	Sunday 11:59 PM EST/EDT

Module 8: Beyond Consumer Relationships and Consumer Misbehavior

Objectives: When you complete this module, you should be able to:

- Know why consumers complain and ramifications of complaining behavior for a marketing firm.
- Use the concept of switching costs to understand why consumers do or do not repeat purchase behavior.
- Understand the consumer misbehavior phenomenon and how it affects the exchange process.
- Distinguish between consumer misbehavior and consumer problem misbehavior.
- Discuss marketing ethics and how marketing ethics guide the development of marketing programs.

Assignments:

Items to be Completed:	Due No Later Than:
Read assigned materials	
Post initial response to the discussion question	Thursday 11:59 PM EST/EDT
Post response to at least two classmates	Sunday 11:59 PM EST/EDT
Submit Consumer Behavior Term Paper	Sunday 11:59 PM EST/EDT
Complete Final Exam	Sunday 11:59 PM EST/EDT