Faculty of Liberal Arts & Professional Studies

**Consumer Behavior**

**AP/ADMS 3210 Section B Fall 2021**

**COURSE OUTLINE**

**Course instructor: Isha Sharma**

**Email address:** [sharmai@yorku.ca](mailto:sharmai@yorku.ca)

**Office hours:**  The instructor is pleased to meet with students via Zoom after each class or at other times by mutual agreement. Office hours have to be scheduled 24 hours in advance through the eClass site.

**Times and locations:** Class meets on **Tuesdays 4:00 PM - 7:00 pm** on the Zoom online platform. Note that this is an online, synchronous course. This means that we will meet each Tuesday at 4:00 PM using the Zoom platform to review and discuss the course material and complete several learning activities. There is no opportunity to engage in this course other than at the same time as all other students. Submission of assignments, participation and test-taking will take place on the course’s eClass site and/or the Zoom platform.

**Course webpage**

<https://eclass.yorku.ca/eclass/course/view.php?id=52694>

Course Websites hosted on York's "eClass" are accessible to students during the first week of the term. It takes two business days from the time of your enrolment to access your course website. Course materials begin to be released on the course website during the first week

**Course objectives**

Every marketer must understand what makes consumers behave the way they do. An essential component of marketing is gaining insight about the consumers – both the obvious needs and wants that are on the surface of conscious thought, as well as the deeper, possibly subconscious motives that drive human behavior at an implicit level. The course will help students to think coherently about consumers by identifying relevant factors that can explain their buying behavior and decision making. The course will give an overview of underlying psychological mechanisms that can help in capturing consumer insight, what factors influence consumer choice, and a critical evaluation of psychological assessment tools.

At the end of the course, students would be:

* Understand consumer behaviour and consumer decision making
* Develop an insight and knowledge base of various underlying concepts that drive consumer behavior
* Examine the emerging trends and changes in modern consumer behaviour and its impact on brands

**Course readings**

**Main text book:** Solomon, M., White, K., & Dahl, D. (2016). Consumer behaviour: Buying, having, and being, 7th Canadian ed. New Jersey: Pearson Education, Inc.

**Additional Books for reference**

* Schiffman, Leon G / Kanuk, Leslie Lazar, (2010), Consumer Behaviour, PHI,
* Hawkins et al, (2010), Consumer Behaviour. McGraw Hill
* Blackwell et al (2009), Consumer Behaviour, Thomson Publishing
* Loudon, David / Bitta, Albert Della (2008), Consumer Behavior: Concepts & Applications, Tata McGraw Hill

**Journals**

* Journal of Retailing and Consumer Services
* Journal of Consumer Psychology
* Journal of Consumer Research
* The Journal of Consumer Behaviour
* Psychology and Marketing

**Pedagogy**

Lectures, Class discussions, Assignments and Group/Individual Course Work.

**Expanded course description:**

* **Module 1- Introduction - Studying Consumer Behavior**
  + Defining consumer behavior
  + Understanding the psychological foundations of consumer behavior
  + Significance, Implication and Applications for Marketing
* **Module 2- Individual Determinants of Consumer Behavior** 
  + Personality and self-concept: Theories of Personality, Consumer’s sense of self (i.e., identity, cherished beliefs, deeply-held values)
  + Consumer Motivation: Nature and Role of Motives, Maslow’s Hierarchy of Needs, Freudian Theory of Motivation
  + Learning: Behavioral Learning Theories, Cognitive Learning Theories, Memory and Knowledge. **Additional:** Measurement of Learning, Current Insights on Neuromarketing
  + Consumer perception: Perception and Interpretation, Selective Attention and Perception, Perception and Evoked Set. **Additional**: Symbolism in Perceptual Interpretation, Managing Price Perceptions
  + Attitude formation and change: Attitude Models, Changing Attitudes
* **Module 3-Environmental influences on Consumer Behavior** 
  + Culture, Sub Culture, Social Class, Family and Reference Groups
  + Values and beliefs, Rituals, Customs, Traditions, Symbol and influence in consumption
  + The Household Lifecycle and Marketing Strategy. **Additional:** Consumer Socialization. Semiotics, Family Decision Making- Roles, Intergenerational Influences, Husband- wife Decision Making, Children and pester Power
  + Retail Atmospherics, E-tailing, Role of AI, VR, AR
  + Opinion leaderships and Influencers
  + Diffusion of Innovations
* **Module 4- Consumer Decision Making Process**
  + Types of Consumer Decisions
  + The Process of Problem Recognition
  + Information Search-Types of Information Sought, Costs Versus Benefits of External Search
  + Marketing Strategies Based On Information Search Patterns
  + Additional: Consumerism: The roots of consumerism, consumer safety, consumer information, environmental concerns
* **Module 5 –Emerging Trends in Consumer Behavior**
  + Online consumer Behavior
  + Unethical consumer behavior / Deshopping
  + Self-gifting

**Grading Policy**

The assessment and grading system are intended to reflect student learning and performance.

Quizzes and Class Participation 20%

Group Project 35%

Peer evaluation 5%

Midterm Exam  20%

Final Exam 20%

**Quizzes and Class participation**

Class participation is essential for learning processes. Class participation is not about attendance, but rather about demonstrated engagement with assigned course material (e.g., readings, cases, videos, etc.) and in-class activities (e.g., polls, group exercises, discussions). The prevailing expectation is that students will prepare and participate in the discussion of the weekly assigned course material and in-class learning activities. The instructor will evaluate students’ participation based on quantity and quality. Class participation will be assessed weekly using a 3-point scale, where 0 denotes absent or no participation and 3 denotes excellent participation. Class participation counts for 50% of the participation grade.

The remaining 50% of the participation grade will be based on the completion of a series of online questions / quizzes connected to the weekly assigned course material. These are individual assignments and thus students are encouraged to work alone. No collaboration or group work is allowed. Any indication of collaboration or other forms of academic dishonesty or plagiarism will be dealt with accordingly. Submission of assignments will be done through Turnitin. Quiz will be conducted in class after the lecture and submission will happen on spot.

Participation grade will be calculated as the weighted average of these two sub-components.

**Midterm and final exam**

There will be two exams, a midterm and a final. Exams will cover material from the textbook, material covered in class, and material from the Expert Sessions. Exams are short-answer, not multiple-choice. They will consist of applied questions and/or a case study. More information about these exams will be provided in class.

**Group work:**

Students will be required to carry out a team project in which they will select a particular consumer issue or problem of their interest, propose and carry out a study to examine this issue/problem, discuss their findings in class and provide a written report. The project will focus on developing a case study involving a detailed analysis of one particular consumer behavior phenomenon related either to the pre-purchase behavior, purchase behavior, or post-purchase behavior (e.g., consumers' reaction to a particular retail outlet design introduction, how are consumers buying, locally, mindfully and digitally, rise of omni-browsing consumer). The topic should have managerial or public policy relevance. That is, it should increase our understanding of an aspect of consumer behavior in ways that can benefit firms. Steps involved:

• Select a potentially interesting marketing phenomenon

• Assess feasibility of gathering a wide range of information on this phenomenon

• Define relevant information to be collected based on a literature review, online content, social media, consumer interviews and your own insight in the phenomenon

• Collect information

• Structure and summarize information

• Interpret results using the information gathered and your own understanding.

• Summarize findings, draw conclusions

You will present your project to the class in the last week of the term. You will also turn in a written report on your project on that day. More details will be discussed in the class and specific deliverables will be posted on the course website.

**Peer evaluations**

Peer evaluations will be used to calculate individual grades for group-project work. As a result of this process, some members may find that their grade will go up. Others may find that their grade will go down. All peer ratings are strictly confidential. This is a very important responsibility; please take it seriously and do a fair and honest job. Peer evaluations will be submitted towards the end of the term. You can download the peer evaluation forms from eClass.

**WEEKLY SCHEDULE**

The weekly schedule of the course will be posted on the course eClass site. Be sure to check your York email and the course eClass site frequently to note any minor changes to the weekly schedule.

**COURSE AND UNIVERSITY POLICIES**

**Zoom attendance:** Zoom lectures will not be recorded. Therefore, it is strongly recommended that students attend all Zoom classes to ensure successful achievement of the intended learning outcomes.

**Late submissions:** All project deliverables and course assignments must be handed in on or before the due date. Late submissions for the group project will be penalized with a grade reduction of 5%, per hour late. There is no extension for online participation assignments; late submissions will not be accepted.

**Make-up work for missed class**: Students that miss a class will be given the opportunity to make up for lost participation marks by submitting a summary of the course material scheduled for discussion at that class (using a voiceover PowerPoint presentation) along with their answers to any case discussion and/or learning activities that they miss. Submissions are by email within a week of the missed case. Absences should be communicated to the instructor prior to the class session if possible. You may exercise this option for only two missed classes.

**Missed midterm exam:** In general, if you miss the midterm exam, you will write a cumulative final exam that will be worth 35% of the course grade.

**Email communication**: For emails, please make sure that you include the course number on the **email** subject line (e.g. ADMS 3210). From Monday to Friday, students will normally receive an answer to their emails within 24 hours. Emails received during the weekend will be answered by the following Monday.

**Participation grades:** Under normal circumstances, participation grades will be posted on weekly basis. Students who wish to have their participation mark reviewed should email the instructor within a week of the specific class. A request for review should include brief but specific statement regarding the student’s contribution during that class (e.g., “When asked what factors accounted for the success of Google Glass, I said . . .”, “I volunteered for the in-class presentation on . .”, “When the instructor asked the class X, I responded Y). Vague and unspecific descriptions of one’s participation will not constitute grounds for reconsideration of the original participation grade.

**Deferred standing:** Deferred standing may be granted to students who are unable to write their final examination at the scheduled time or to submit their outstanding course work on the last day of classes. Details can be found at http://myacademicrecord.students.yorku.ca/deferred-standing

As communicated to the University community on March 13, 2020, Senate Executive has agreed to waive until further notice the requirement for students to submit an Attending Physician’s Statement in support of a request for deferred standing or petitions. DSA Form:

<http://www.registrar.yorku.ca/pdf/deferred_standing_agreement.pdf>

In order to apply for deferred standing, students must register at https://sas-app.laps.yorku.ca/. Followed by handing in a completed DSA form and supporting documentation directly to the main office of the School of Administrative Studies via email (apsas@yorku.ca) providing your ticket number and attaching the DSA form. The DSA must be submitted no later than five (5) business days from the date of the exam. These requests will be considered on their merit and decisions will be made available by logging into the above-mentioned link. No individualized communication will be sent by the School to the students (no letter or e-mails). Students with approved DSA will be able to write their deferred examination during the School's deferred examination period. No further extensions of deferred exams shall be granted. The format and covered content of the deferred examination may be different from that of the originally scheduled examination. The deferred exam may be closed book, cumulative and comprehensive and may include all subjects/topics of the textbook whether they have been covered in class or not.

**Academic honesty and integrity***:* In this course, we strive to maintain academic integrity to the highest extent possible. Please familiarize yourself with the meaning of academic integrity by completing SPARK’s [Academic Integrity module](https://spark.library.yorku.ca/academic-integrity-what-is-academic-integrity/) at the beginning of the course. Breaches of academic integrity range from cheating to plagiarism (i.e., the improper crediting of another’s work, the representation of another’s ideas as your own, etc.). All instances of academic dishonesty in this course will be reported to the appropriate university authorities, and can be punishable according to the [Senate Policy on Academic Honesty](https://secretariat-policies.info.yorku.ca/policies/academic-honesty-senate-policy-on/).

**Turnitin:** To promote academic integrity in this course, students will be normally required to submit their written assignments to Turnitin (via the course eClass) for a review of textual similarity and the detection of possible plagiarism. In so doing, students will allow their material to be included as source documents in the Turnitin.com reference database, where they will be used only for the purpose of detecting plagiarism. The terms that apply to the University’s use of the Turnitin service are described on the Turnitin.com website.

**Grades Release Dates (Grade Reports and Transcripts):** Grades submitted by an instructor are subject to review by the teaching unit in which the course is offered and by the Faculty Council or Faculty Committee on Academic Policy and Planning. Final course grades may be adjusted to conform to program or Faculty grades distribution profiles. Normally, grades appear on grade reports and transcripts as soon as they are submitted to the Registrar’s Office.

**Reappraisals:** Students may, with sufficient academic grounds, request that a final grade in a course be reappraised (which may mean the review of specific pieces of tangible work). Non-academic grounds are not relevant for grade reappraisals; in such cases, students are advised to petition to their home Faculty. Students are normally expected to first contact the course director to discuss the grade received and to request that their tangible work be reviewed. Tangible work may include written, graphic, digitized, modeled, video recording or audio recording formats, but not oral work. Students need to be aware that a request for a grade reappraisal may result in the original grade being raised, lowered or confirmed. For reappraisal procedures and information, please visit the Office of the Registrar site at:

http://www.registrar.yorku.ca/grades/reappraisal/index.htm

**Religious Accommodation:** York University is committed to respecting the religious beliefs and practices of all members of the community and making accommodations for observances of special significance to adherents. For more information on religious accommodation, please visit: <https://registrar.yorku.ca/enrol/dates/religious-accommodation-guidelines-2019-2020>

**Important LA&PS course policies:** Please refer to the course eClass site for information on LAPS policies on intellectual property, accessibility, zoom meetings, student conduct and academic integrity