Consumer Behaviour

ADMS 3210
Winter 2023

Course Information

Course Instructor: **Sheldon Koufman**
E-mail: koufmans@yorku.ca
Office Hours & Location: Online, By Appointment

Course Time & Days:
WED 16:00 to 19:00 AM
Class Location: **ACE 007** (In-Person)

Course Description

Introduces students to the general perspectives currently taken in the study of consumer behaviour. Emphasis is on consumer decision processes and the influence of social, cultural and psychological factors of how consumers behave. Prerequisites: 1) For students in an Honors program, AP/ADMS 2200 3.00, or 2) other students, a grade of C+ or better in AP/ADMS 2200 3.00. Course credit exclusion: AP/ADMS 4220 3.00 (prior to Fall 2012).

Course Learning Objectives

By the end of this course, students will be able to:

- Evaluate and apply consumer behaviour to make strategic marketing decisions
- Understand the consumer decision making process and develop tactics to influence the consumer experience
- Analyze and apply how culture, social status, reference groups, family, demographics, and marketing activities impact the consumer decision process
- Examine and apply how internal influences such as perception, learning, memory, personality, emotions, and attitudes influence the consumer decision process
- Assess the evolving ethical and privacy concerns related to understanding consumer behaviour and its impact on marketing and society

Course Expectations

Professionalism is key in this class. All students/faculty are expected to come to class prepared, be engaged, and participate in learning, class discussions, and any activities. Please ask questions, share your opinions, tell us about your unique experiences as it relates to course content.

Course Evaluation

Assessment	Weight %
Mid-Term Exam	30%
Final Exam	20%
Term Group Assignment – Part 1	15%
Term Group Assignment – Final	35%
	100%

Late Work Policy

All assignment submitted late will be subjected to deductions of 20% per calendar day (including Saturday and Sunday) and will not be accepted after three calendar days at which point a grade of 0 will be assigned. A late group project will result in deductions to all group members, no matter who is at fault.

Missed Tests and Exams

If you miss the midterm exam for reasons acceptable by the school policies, the makeup midterm will be held within a week of the exam date – as scheduled by the faculty member

If you miss the final exam for reasons acceptable by the school policies, the makeup final exam will be held as per school policies in place, and its date will be announced accordingly through the school office.

Grading

The grading scheme for this course conforms to the 9-point system used in undergraduate programs at York University. For a full description of the York grading system, visit the York University Academic Calendar.

GRADE	GRADE POINT	PERCENT RANGE	DESCRIPTION
A+	9	90-100	Exceptional
A	8	80-89	Excellent

B+	7	75-79	Very Good
B	6	70-74	Good
C+	5	65-69	Competent
C	4	60-64	Fairly Competent
D+	3	55-59	Passing
D	2	50-54	Marginally Passing
E	1	(marginally below 50%)	Marginally Failing
F	0	(below 50%)	Failing

Required Course Materials

Textbook: Consumer Behaviour, Babin, Harris, Murray, Second Canadian Edition

- Option to purchase a hard copy or online version of the textbook
- Resource can be purchased at the York University Bookstore

Course Schedule

Week/ Date	Readings and Activities	Assessment Due Dates
Week 1 Jan 11	Course Introduction, Group Formation Chapter 1: What is CB, and Why Should I Care? Chapter 2: Value and the Consumer Behaviour Framework	
Week 2 Jan 18	Chapter 3: Consumer Perception	
Week 3 Jan 25	Chapter 4: Comprehension, Memory, and Cognitive Learning	Term Group Assignment – Part 1 Offering Proposal – DUE: Friday January 27 at 11:59 PM to eClass

Week 4 Feb 1	Chapter 5: Motivation and Emotion: Driving Consumer Behaviour	
Week 5 Feb 8	Chapter 6: Personality, Lifestyle, and the Self-Concept Midterm Review Session (Student Run Q+A)	Term Group Assignment – Part 1 – 15% – DUE: Friday February 10 at 11:59 PM to eClass
Week 6 Feb 15	Chapter 7: Attitudes and Attitude Change	
Winter Reading Week – Feb 18 to 24		
Week 7 Mar 1	Mid Term Exam – ONLINE, During Class Time 16:00 PM to 18:00 PM Chapters: 1-7	30% of Final Grade
Week 8 Mar 8	Chapter 8: Consumer Culture Chapter 9: Microcultures	
Week 9 Mar 15	Chapter 10: Group and Interpersonal Influence Chapter 11: Consumers in Situations	
Week 10 Mar 22	Chapter 12: Decision Making I: Need Recognition and Search Chapter 13: Decision Making II: Alternative Choice and Evaluation	
Week 11 Mar 29	Chapter 14: Consumption to Satisfaction Midterm Review Session (Student Run Q+A)	Term Group Assignment – Final – 35% – DUE: Friday March 31 at 11:59 PM to eClass
Week 12 Apr 5	Final Exam – ONLINE, During Class Time 16:00 PM to 18:00 PM Chapters: 8-14	20% of Final Grade

Course Policies

All students are expected to familiarize themselves with the following information:

- Student Rights & Responsibilities
- Academic Accommodation for Students with Disabilities

Please also review the following course policies:

Academic Integrity

In this course, we strive to maintain academic honesty to the highest extent possible. Please familiarize yourself with the meaning of academic integrity by completing SPARK's Academic Integrity module at the beginning of the course. Breaches of academic honesty 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.

Previously submitted assignments will not be accepted.

Students must produce and submit original work. Submissions cannot include more than 10% quoted material. Critical thinking and analysis must be evident to support information that is quoted and presented.

All research used should be cited 'in text' as well as in the works cited section of the assignment. The choice of citation style is up to students; however, this style should be consistent throughout the assignment. Citation support is available here:

- SPARK Student Papers & Academic Research Kit
- Chicago Style Overview, YorkU Libraries
- MLA Style Overview, YorkU Libraries
- APA Style Overview, YorkU Libraries
- Drop-in Research Support, YorkU Libraries
- Writing Centre

Turnitin

To promote academic integrity in this course, students will normally be required to submit their written assignments to Turnitin (via the course's eClass site) for a review of textual similarities 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. York students may opt out of using Turnitin. If you wish to opt out, you should contact your instructor as soon as possible.

Accessibility

While all individuals are expected to satisfy the requirements of their program of study and to aspire to achieve excellence, the University recognizes that persons with disabilities may require reasonable accommodation to enable them to perform at their best. The University encourages students with disabilities to register with Student Accessibility Services to discuss their accommodation needs as early as possible in the term to establish the recommended academic accommodations that will be communicated to Course Directors through their Letter of Accommodation (LOA).

Please let your instructor know as early as possible in the term if you anticipate requiring academic accommodation so that we can discuss how to consider your accommodation needs within the context of this course. Sufficient notice is needed so that reasonable steps for accommodation can be discussed. Accommodations for tests/exams normally require three (3) weeks (or 21 days) before the scheduled test/exam to arrange.

Religious Observance Accommodation

York University is committed to respecting the religious beliefs and practices of all members of the community, and making reasonable and appropriate accommodations to adherents for observances of special significance. Should any of the dates specified in this syllabus for course examinations, tests, or deadlines conflict with a date of religious significance, please contact the instructor within the first three (3) weeks of class. If the date falls within the formal examination periods, you must complete and submit a Religious Accommodation for Examination Form at least three (3) weeks before the start of the exam period.

Intellectual Property

Course materials are designed for use as part of this course at York University and are the intellectual property of the instructor unless otherwise stated. Third-party copyrighted materials (such as book chapters, journal articles, music, videos, etc.) have either been licensed for use in this course or fall under an exception or limitation in Canadian copyright law. Students may not publish, post on an Internet site, sell, or otherwise distribute any course materials or work without the instructor's express permission. Course materials should only be used by students enrolled in this course.

Copying this material for distribution (e.g., uploading material to a commercial third-party website) may lead to a charge of misconduct according to York's Code of Student

Rights and Responsibilities, the Senate Policy on Academic Honesty, and/or legal consequences for copyright violations.

Student Conduct in the Learning Environment

York University is committed to fostering teaching and learning environments that are free of disruptive and/or harassing behaviour, are physically safe, and conducive to effective teaching and learning. Students and instructors are expected to maintain a professional relationship characterized by courtesy, civility, and mutual respect and to refrain from actions disruptive to such a relationship. Individuals who fail to adhere to such standards and who violate University or public law may be subject to disciplinary action by the University.

For more information, see the policies on Disruptive and/or Harassing Behaviour in Academic Situations, the Student Conduct and Responsibilities, and the Code of Student Rights & Responsibilities.

Netiquette for eClass

Students and instructors have a joint responsibility to create and maintain a welcoming and inclusive learning environment. All students are expected to conduct themselves in accordance with the Code of Student Rights and Responsibilities. Please review and familiarize yourself with behaviours that support "netiquette" in virtual classrooms by consulting the Guide to Netiquette and Student Guide to eLearning.

Health and Safety

All York students and instructors share responsibility for the safety and well-being of the community while on York's campuses. Please continue to check YUBetter Together for info.

Student Supports and Services Health and Safety

To help you succeed academically, York University offers a wide range of resources and services. Everything from writing workshops and peer mentorship to wellness support and career guidance is available to fulfill our LA&PS students' needs. Explore the links below to access these on-campus resources:

- Academic Advising is available to provide students support and guidance in making academic decisions and goals.
- Student Accessibility Services are available for support and accessibility accommodation when required.
- Student Counselling, Health & Wellbeing offers workshops, resources, and counselling to support your academic success.

- Peer-Assisted Study Sessions (PASS) Program provides student study sessions for students to collaborate and enhance their understanding of course content in certain courses.
- Student Numeracy Assistance Centre at Keele (SNACK) supports students in courses involving math, stats, and Excel.
- The Writing Centre provides multiple avenues of writing-based support including drop-in sessions, one-to-one appointments, a Multilingual Studio, and an Accessibility Specialist.
- ESL Open Learning Centre (OLC) supports students with building proficiency in reading, writing, and speaking English.
- Learning Skills Services provides tips for time management, effective study and learning habits, keeping up with coursework, and other learning-related supports.
- Learning Commons provides links to supports for time management, writing, study skills, preparing for exams, and other learning-related resources.
- Roadmap to Student Success provides students with timely and targeted resources to help them achieve academic, personal, and professional success.
- Office of Student Community Relations (OSCR) is responsible for administering the Code of Student Rights & Responsibilities and provides critical incident support.
- goSAFE is staffed by York students and can accompany York community members to and from any on-campus location, such as the Village Shuttle pick-up hub, parking lots, bus stops, or residences.

For a full list of academic, wellness, and campus resources visit Student Support & Resources.

Term Group Assignment – Using CB Theory for Product Line Extension

In groups of 5 to 7, you will leverage CB Theory learned in this course to justify and develop a product/service/offering line extension to be launched. You will design the product itself as well as the tactics/strategies used during the launch. The Assignment is divided into **two parts** with **three deadlines**.

Term Group Assignment - Part 1: Proposal, Value, and CB Theory (15%)

Proposal (mandatory, not graded, feedback provided):

Your first step in this project is to decide on what company and line extension you will be focussing on.

Line Extension examples: Diet Coke launches Diet Coke with Stevia instead of aspartame, Monopoly launches the Toronto version of its game board, York University offers a specialized program in digital marketing.

By the deadline stated in the course schedule, you will upload the following to eClass:

- Company/Product Name and description of line extension
- Justify why this line extension will be useful in describing the CB theory in this course.

This is not a formal submission and thus does not need to be written in report format. Simply answer the questions to receive feedback from your instructor. Based on your submission, your instructor may approve your idea or ask you to choose something new.

External Environment Exploration, and Consumer Selection/Research: (mandatory, graded, feedback provided):

Section 1: Consumer Value (Chapter 2)

- Discuss what Value your product line extension has for its users
- What differentiates your product/market?
- Develop a perceptual map with your line extension plotted. What do you learn from this?

Section 2: CB Theory and your Line Extension (Chapters 3-6)

- The following list of questions are some ways to leverage CB theory to explain your line extension decisions. Remember: the goal is to justify your line extension choices based on using the CB Theory. If there is other information we learned that would help –include it!
    - How steps will your customers take to **perceive** the line extension? What will you do to influence this?
    - How will **learning** play a part in your roll out strategy? How will customers learn about your product?
    - What **motivates** your customers for this purchase? How will their **emotions** impact their decision making?
    - What impact does **personality** have on this purchase? How about **lifestyle**?

Part 1 Report Requirements

- 6 pages maximum, double spaced, 12-point font
- Maximum of 4 pages of exhibits
- **Anything** that is not your new idea must be cited – in text citations and work cited list

One group member MUST submit the final report to TURNITIN via eClass.

Term Group Assignment – Final (35%)

In this section you will build on your work and feedback received in Part 1 to continue to justify your line extension using CB theory.

Section 1: Recap of Part 1 (1 Page max)

- Summarize your work in Part 1.
    - What value are you providing your customers?
    - Where does this line extension sit compared to your competitors?
    - What choices are you making for your line extension based on CB Theory?
- NOTE: you will receive feedback to Part 1. Please use the feedback to improve your work in Part 1. If aspects of Part 1 are different in this report, that is not a problem.

Section 2: CB Theory and your Line Extension Continuation (Chapters 7 to 14)

- Remember: the goal is to justify your line extension choices based on using the CB Theory. If there is other information we learned that would help – include it!
    - What role does **attitude** play in your line extension tactics? Will you influence them?
    - How does **consumer culture** and **microcultures** fit in your launch?

- Do **group** and **interpersonal influences** impact your line extension strategy?
- How does **decision making** theory influence your roll out strategy?
- What plans do you have for **consumption** and **post-purchase**?

FINAL Report Requirements

- 11 pages maximum, double spaced, 12-point font
- Unlimited # of exhibits
- **Anything** that is not your new idea must be cited – in text citations and work cited list

One group member MUST submit the final report to TURNITIN via eClass.