

# ADMS3210A: CONSUMER BEHAVIOUR

Wednesdays, 11:30 am to 2:30 pm • HNE 035

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## Course Description

Consumer behaviour is interested in why consumers behave the way they do. This knowledge is important to marketers, policy makers, academics, and consumers alike. For marketers, virtually all decisions involved in developing an effective marketing mix can be better informed by knowledge about target consumers. When we understand how consumers tick, we can better predict how they will react to a variety of marketing practices—such as advertising, new product development, sales approaches, and the management of customer relationships.

For policy makers, consumer behaviour research can serve as an insight into initiating change. Policy makers often try to change unhealthy consumption behaviours, like smoking, binge eating, and gambling. A better understanding of the reasons behind such behaviour may help stem or prevent such behaviour from occurring.

From an academic perspective, the study of consumer behaviour is vital as it offers valuable insights into the underlying motivations, decision-making processes, and outcomes that drive human behaviour. This research extends beyond consumerism, shedding light on broader psychological, economic, and social dynamics.

Lastly, and perhaps most importantly, the study of consumer behaviour is important for us as consumers. We live in a consumer culture, and whether we recognize it or not, we are constantly engaging in consumer activities, whether it being listening/seeing an ad, shopping for groceries, changing the radio station, putting on branded clothes, or choosing what to post on Twitter or TikTok. When we dive deeper into what makes consumers tick, we gain knowledge about what makes us tick too.

## Course Objectives

By the end of this course, you should be able to:

- Understand fundamental theories of consumer behaviour
- Think about and analyze marketing problems and issues from a consumer behaviour perspective
- Appreciate how understanding consumer behaviour can contribute to successful marketing
- Make sense of your own and others' consumer behaviour
- Communicate what you've learned in a concise, creative, and impactful way

## Course Materials

1. Solomon, M., Main, K., White, K., & Dahl, D. (2024). *Consumer behaviour: Buying, having, and being, 9<sup>th</sup> Canadian ed.* New Jersey: Pearson Education, Inc.<sup>1</sup>
2. eClass postings: announcements, slides, supplementary readings, assignments, and other discussion material will be posted as the course progresses.

## Evaluation

| Evaluation element                   | Due date       | Weight |
|--------------------------------------|----------------|--------|
| Participation and in-class exercises | Ongoing        | 15%    |
| Exams                                | Week 5 and 9   | 50%    |
| Group project                        | Week 11 and 12 | 35%    |

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<sup>1</sup> The 8<sup>th</sup> Canadian edition will also work. You'll just have to be a bit more diligent in how you approach the readings.

## Tentative Schedule

| Session | Date     | Topics  | Chapters |
|---------|----------|---|----------|
| 1       | Sept. 4  | Course overview<br>Introduction to consumer behaviour<br>Perception | 1, 2     |
| 2       | Sept. 11 | Learning and memory<br>Motivation and affect                        | 3, 4     |
| 3       | Sept. 18 | The self<br>Personality, lifestyles, and values                     | 5, 6     |
| 4       | Sept. 25 | Attitudes   | 7, 8     |
| 5       | Oct. 2   | <b>Exam 1 (Chapters 1 through 6)</b>                                |          |
| 6       | Oct. 9   | Individual decision making<br>Buying, using, and disposing          | 9, 11    |
|         | Oct. 16  | Reading week  |          |
| 7       | Oct. 23  | Group influence and social media<br>Income and social class         | 10, 12   |
| 8       | Oct. 30  | Cultural influences on consumer behaviour                           | 13       |
| 9       | Nov. 6   | <b>Exam 2 (Chapters 7 through 13)</b>                               |          |
| 10      | Nov. 13  | Group work session  |          |
| 11      | Nov. 20  | <b>Group presentations</b>  |          |
| 12      | Nov. 27  | <b>Group presentations</b>  |          |