

ADMS3210B: CONSUMER BEHAVIOUR

Thursdays, 11:30 am to 2:30 pm • CLH J

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In-person (ATK206) or virtual office hours *by appointment*

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, 9th Canadian ed.* New Jersey: Pearson Education, Inc.¹ This title is only available in digital format (\$67.99 + HST for a six-month licence). Alternatively, you may opt in via York's Day1 Digital Ebook program (see link in eClass). **Please note, the opt in/ purchase period is now restricted to the first two weeks of the term.**
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%

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