

<b>Identification</b>	<b>Subject</b>	<b>MKT 430 - Consumer Behavior – 3 KU/6ECTS credits</b>
	<b>Department</b>	Economics and Management
	<b>Program</b>	Undergraduate
	<b>Term</b>	Spring 2022
	<b>Instructor</b>	Aytakin Satiji
	<b>E-mail:</b>	<a href="mailto:aytakin.badalova@khazar.org">aytakin.badalova@khazar.org</a>
	<b>Classroom/hour</b>	Mashati Ganjavi 41
<b>Prerequisites</b>	<b>MKT 301 Principles of Marketing</b>	
<b>Language</b>	English	
<b>Compulsory/Elective</b>	Compulsory	
<b>Text books and course materials</b>	<ul style="list-style-type: none"> <li>• Core textbook: Szmigin I. and Piacentini M. (2018), Consumer Behaviour, 2nd edition, Oxford University Press.</li> <li>• Supplementary textbooks: Sethna Z. and Blythe J. (2019), Consumer Behaviour, 4th edition, SAGE Publications.</li> <li>• D. M. Phillips, I. Szmigin, and M. Piacentini (2021), Consumer Behavior and Insights, Oxford University Press.</li> <li>• Solomon, Michael R. (2013), Consumer Behavior: Buying, Having, and Being, 10th Edition, Upper Saddle River, NJ: Pearson Prentice Hall.</li> </ul>	
<b>Course website</b>	<ul style="list-style-type: none"> <li>▪ BBC In Business Series: <a href="http://www.bbc.co.uk/programmes/b006s609">http://www.bbc.co.uk/programmes/b006s609</a></li> <li>▪ BBC Bottom Line Series: <a href="http://www.bbc.co.uk/programmes/b006sz6t">http://www.bbc.co.uk/programmes/b006sz6t</a></li> <li>▪ McKinsey: <a href="https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/understanding-and-shaping-consumer-behavior-in-the-next-normal">https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/understanding-and-shaping-consumer-behavior-in-the-next-normal</a></li> </ul>	
<b>Course objectives</b>	<p>Introduce knowledge of the historical and contemporary development of consumer behavior in relation to market activity. The course objectives are:</p> <ul style="list-style-type: none"> <li>▪ Provide an awareness of the ways in which the social sciences can aid our understanding of the behavior of individuals involved in marketing and purchasing.</li> <li>▪ Explore the similarities and differences in consumer behavior in different situations and environments.</li> <li>▪ Critically examine current research in the field of Consumer Behavior in order to inform the practice of marketing.</li> </ul>	
<b>Course outline</b>	<p>This course will provide you with an understanding of the foundations of consumer behavior in order to formulate and devise appropriate marketing strategies and plans. As part of this, you will consider, compare and contrast the traditional approaches to customer behavior as well as more contemporary options. Specifically, you will be introduced to: the wide range of individual, social and group influences which impact upon consumer purchase decisions; how different customer</p>	

	<p>behavior models and theories can be practically applied to understand customer behavior and to contemporary customer behavior issues. In addition, we aim to develop an appreciation for the ways in which we can research how consumers behave. The course is based on a series of lectures and workshops during the term and assessment is by poster presentation and examination.</p>		
<b>Learning outcomes</b>	<p>By the end of this course, you should be able to:</p> <ul style="list-style-type: none"> <li>• Draw on a variety of theoretical frames to analyze firms and markets to identify opportunities for innovation.</li> <li>• Identify and explain the management routines and practices that create innovation culture within a firm and with a wider business network.</li> <li>• Identify and explain the managerial tools and practices used in managing an innovation project.</li> <li>• Conduct a process of inquiry that identifies and critiques innovation development and implementation.</li> <li>• To learn how to apply knowledge (ethically) to create product, service and marketing ideas in ways that motivate consumers to act.</li> <li>• Once the above objectives are achieved, each student will also be able to think like a marketer, and in so doing, be a better consumer as well.</li> </ul>		
<b>Teaching methods</b>	<b>Lecture</b>		X
	<b>Group discussion</b>		X
	<b>Course paper</b>		X
	<b>Others</b>		X
<b>Evaluation Criteria</b>	<b>Methods</b>	<b>Date/deadlines</b>	<b>Percentage (%)</b>
	<b>Midterm Exam</b>		30
	<b>Class Activity</b>		5
	<b>Attendance</b>		5
	<b>Poster presentation</b>		10
	<b>Reflective diary</b>		10
	<b>Final Exam</b>		40
	<b>Total</b>		100
<b>Assessment</b>	<p><b>Poster Presentation Brief (10%)</b></p> <p>You are required to undertake a <i>subjective personal introspection</i> of your own buying behavior (see below for further detail), and to relate this to the notion both of products as extensions of the self and consumer behavior theory. To begin with you should identify the segmentation group to which you belong. You may see yourself as an ethical consumer or consumer activist, or perhaps your behavior is driven by conspicuous or compensatory consumption. Alternatively, you may wish to consider a number of different aspects of your</p>		

consumption – perhaps you are the archetypal *postmodern* consumer, whose habits change depending on the particular occasion and context. It is important that you determine your behavior and then relate your own attitudes and behavior to consumer behavior theory. For example, you may wish to consider:

- The consumer decision-making processes you follow, perhaps for different high and low involvement purchases. What about rational or experiential perspectives?
- Individual influences on your behavior; your motivations, attitudes and values.
- Do you behave in the same way for every purchase? Do you behave in a contradictory way even when buying the same product category?
- Group influences on your behavior such as culture or family/peer influences
- Perspectives on decision making: are you an innovator or a laggard? Do you make impulse purchases or suffer from cognitive dissonance?
- Your levels of satisfaction and loyalty. Are you loyal to a small number of brands, or a ‘butterfly’?
- How you derive value from the products and services you buy.

If it helps, you may reflect on a small number of specific purchases to explore these concepts, or you may focus on particular types of products or services.

As the nature of the task is highly personal you have the freedom to decide how you wish to approach this assignment and we will work through this with you in the taught sessions. However, we are looking for a high level of self-evaluation and **clear relationships to aspects of the theory covered on the subject and in the consumer behavior literature**, and we expect to see some recommendations made to marketers as a result of your analysis. Whilst this also means you are free to structure the paper in a way you see fit, some broad guidance is given overleaf.

You will present your poster as a PowerPoint presentation for minimum 5 maximum 10 minutes and your presentation will then be followed by a further 5 minutes of questions. You will be expected to defend your poster and display a critical understanding of consumer behavior theory. **You should come prepared to answer the following questions:**

1. Can you explain how you researched material for this assignment?
2. Can you identify the authors, themes and debates relevant to your presentation and explain why they are important to you?

3. In your evaluation, do you believe the literature reflects you as a consumer and can you identify any gaps that exist in this literature?
4. On reflection, do you think subjective personal introspection is a useful research method? Has this research method changed your perception of the existing consumer behavior literature?

Please note that on the day you may also be asked further questions, which help the marker clarify aspects of your presentation. So, be prepared to defend your argument and approach to this assignment.

### **Supporting Documentation**

#### **Reflective Diary (10%)**

A reflective practice supports the process of learning from experience to-wards gaining new insights of self-and/or practice for future act. It is strongly recommended that you use WordPress to record your reflective diary entries. You can record your shopping experiences through whatever means you find useful e.g. written word, voice recordings, uploading pictures. You can do reflect-on-action once the activity has finished based on what you can remember about it. Step back into the experience, explore your memory and retrieve what you can recall. Reflect, understand and explain what has happened, what is important/ relevant/ interesting aspect of the purchase/ event, and draw conclusions from the experience: what have you learned and how can these affect your future consumer behaviour. It is up to you to be as creative as WordPress will allow. Better diaries will have a range of reflective entries, which in turn help shape your response to the brief. You are expected to write a reflective diary of minimum 500 words.

#### **Class activity & Attendance (10%)**

Students are expected to take an active part in group discussions, experiential exercises and case analyses in the workshops. In particular, students will demonstrate their ability to critically evaluate in the workshops as they analyze and synthesize relevant cases, tools and techniques related to consumer behavior. Developing critical thinking skills are imperative in today's competitive market place, as employers seek out individuals who have a heightened sense of reasoning, who can discern and create structured arguments and who can weigh up evidence and situations to be more effective decisionmakers. Students exceeding the 25% absence limit will not be allowed to participate at final exam. Class attendance shall mean physical presence in the classroom.

### **Tentative Schedule**

<b>Week</b>	<b>Date/Day (tentative)</b>	<b>Topics</b>	<b>Textbook/ Assignments</b>
1	12.02.22	A historical context for understanding consumption. Introduction to Case Analysis	Ch 1
2	19.02.22	Contemporary perspectives on consumer behavior	Ch 2
3	26.02.22	Decision-making and involvement	Ch 3

4	05.03.22	Learning and Memory	Ch 4
5	12.03.22	Perceptual processes	Ch 5
6	19.03.22	Perceptual processes	
7	26.03.22	Attitude theory and behavior change	Ch 6
8	02.04.22	Personality and self, and motivation	Ch 7
9		<b>Midterm exam</b>	
10	16.04.22	Groups, social processes, and communications	Ch 8
11	23.04.22	Culture	Ch 9
12	30.04.22	Patterns of buyer behavior	Ch 10
13	07.05.22	<b>Poster presentation</b>	
14	14.05.22	Future trends in consumer behavior	Ch 11
15	21.05.22	Revision Class	Ch 1-11
16		<b>Final exam</b>	