

Home Page and Syllabus

**Office Hrs:TR**            3:20 PM-4:20 PM 8:45-10:45 p.m. and by appointment

**TEXTS:**

1. Consumer Behavior: Implications for Marketing Strategy. (Eleventh Edition) D.T. Hawkins, Mothersbaugh (2010)McGraw-Hill.
2. Source Readings for an Introduction to Consumer Behavior (for online class)  
S. Silver (available as a packet from Maple Press, 481 E. San Carlos St). (Video cases will be provided.)

**Course Description**

This course studies the behavioral processes involved in market exchanges between buyers and sellers. Concepts and empirical results from psychology, sociology and cultural anthropology supplement economic analysis in studying the behavior of consumers in market transactions. Management objectives and strategies based on our understanding of consumer behavior are considered.

**Objectives**

Primary learning objectives of this course are:

Understand how the customer behavior course differs from its counterparts in microeconomic courses; e.g., emphasizes the limits of rationality, and the importance of selective processing and the influence of others.

Understand how membership in groups influences agency that consumers have; concept and exemplification of normative influence.

Understand the contemporary importance of mere exposure and vicarious reinforcement for consumer socialization and adult learning.

Understand how consumers are selective in their information processing and decision making; processes of selective attention and filtering.

Be able to think through empirical and ethical arguments that integrate the working of markets with the working of consumers (Case of low involvement learning and oligopolies; the ideas of “reasonable person” standard in FTC rulings on truth in advertising and its international applications.)

**Class Conduct**

Class participation will be in the logging on to the class website, completing modules assignments, participating in group discussions and contributing to the group case study. Registered students are asked to complete the assigned readings and exercises for the week. Assignments are in the course modules for each week.

Class members will also complete a video case as a member of a multi-person group.

Since there are only class meetings for orientation and examinations, the on-line class relies on regular completion of individual and group assignments. This generally requires more self-discipline and greater learning capabilities than many classroom courses. Assessments indicate that there are greater gains in student capabilities to apply course content and in communication skills from the online course.

When the class meets for orientation and exams the meeting times will be 4:30 – 5:45 p.m. on a Tuesday or Thursday in a scheduled classroom. The classroom location will be indicated in the on-line schedule. Although there will only be meeting for the orientation and examinations, registered students are expected to be available for meetings at the indicated times. The only exceptions in the meeting requirements will be for the distance learners.

To register for, or remain in, the course, you must attend the one of the orientation meetings on the following days Tuesday August 26th in room BC 324 at 4:30PM.

### **Study assignments**

Each module includes reading assignments and exercises.

### **Examinations**

Three examinations are scheduled. The first two exams are based on 70 to 80 objective questions each. The third exam has about 85 objective questions. Additionally, the weekly assignments and group projects will contribute to the overall grade.

You can work with exemplary exam type questions and read the textbook authors suggestions for preparing for exams by visiting [www.mhhe.com/hawkins11e](http://www.mhhe.com/hawkins11e).

### **Group Project**

The group project will be an assigned video case which will be viewable through Blackboard. The procedures to do the case are in supplementary folder to the modules (which also has study guides for the exams). In the first week of class, we will assign class members to a case.

The video cases that you do will be grade and uploaded to Blackboard for the class to view. The webmaster requests that you limit the presentation to 15 minutes. Do a DVD in .wmv format with no compression. Also, check the audio and visual quality your recording. You can borrow recording equipment from IRC, call (408)-924-2888 to reserve.

### **Make-Up Examinations**

Provision is not ordinarily made for make-up exams. In the extraordinary and verifiable circumstances when students are unable to complete a scheduled exam, a make-up exam will replace the class exam.

### **Grading Criteria**

An objective of the course is for students to acquire both a conceptual foundation in consumer behavior and some experience at practical implementation of course concepts. Grades therefore are based on assessments of these competencies as calculated from the following weighting of course requirements:

Exam I	20%
Exam II	20%
Exam III	20%
Case assignments	15%
Weekly assignments	20%

Participation 5%

Exam results and relative grade standings of individual scores will be generally provided in the week following the exam. Class members are encouraged to record and track their exam performance.

Participation will be assessed in terms of postings on the discussion page and logging into electronic meetings when they are scheduled. The intention here is to encourage cooperative dialog that stimulates discussion of course content.

### **Overview of Modules**

#### Module 1:

Introduction to and overview of consumer behavior. The history of consumer behavior in economics. Current interdisciplinary perspectives on consumer behavior.

#### Module 2:

Collective processes: demographics and gender roles; stratification in American society; reference groups; families and households.

##### Module 2.1 Demographics and gender roles

##### Module 2.2 Stratification in American society

##### Module 2.3 Reference groups

##### Module 2.4 Families and households

Case assignment due

#### Module 3:

Individual processes: learning, psychographics and lifestyle; perception and information processing; attitudes.

##### Module 3.1 Learning

##### Module 3.2 Psychographics and lifestyle

##### Module 3.3 Perception and information processing

##### Module 3.4 Attitudes

#### Module 4:

Applications to market processes: diffusion of innovations, market segmentation

##### Module 4.1 Diffusion of innovations

##### Module 4.2 Market segmentation

#### Module 5:

Consumer decision processes

##### Module 5.1 Problem recognition and information search

##### Module 5.2 Alternative evaluation, purchase and post-purchase processes.

#### Module 6:

Normative analyses of consumer behavior: The societal perspective.

Supplementary folder:

**GUIDE TO CASE ASSIGNMENTS IN CONSUMER BEHAVIOR  
STUDY GUIDES**

Registered course members will receive a code for access to the modules and supplementary folder.

The assignment for the Fall 2009 schedule has been shortened with several modules made “reading only”. “Reading only” means you do not have to upload a written assignment, but the reading assignments are relevant to the exam.

Please use MS Word for the written assignments and use the default margins and settings. Make sure the text is Times New Roman in size 12 font. Upload the assignments as a single file to make downloading and grading easier. Also, please rename the files with your name and the module number e.g. "john module 2.3"

The word files should be uploaded through the assignments page in Blackboard. Simply open the assignments page and click on "Submit" link and upload your file. Alternatively, you can write in the space provided or paste a document with your answers there.

You can always ask [helpdesk@sjsu.edu](mailto:helpdesk@sjsu.edu) or Prabha at: [chandr\\_p@cob.sjsu.edu](mailto:chandr_p@cob.sjsu.edu) for technical assistance.

Tentative Assignment Schedule Fall 2009  
The assignments are due on Fridays no later than 10:00PM.

**Assignment Schedule:**

<b>Module</b>	<b>Due Date</b>
Module 1.0	09/04/09
Module 2.1	09/11/09
Module 2.2	09/18/09
Module 2.3 Module 2.4 (Only do the reading)	09/25/09
Exam I	09/29/09
Module 3.1 Outline for the Video Case Due	10/02/09
Module 3.2	10/02/09
Module 3.3	10/09/09
Module 3.4(only do the reading)	10/16/09
Exam II	10/20/09
Module 4.1	10/23/09
Module 4.2	10/30/09
Video Case Due	11/06/09

Module 5.1A (Read Only) Module 5.1B	11/13/09
Module 5.2A (Read Only) Module 5.2B	11/20/09
Thanksgiving Week	11/26/09-11/27/09
Module 6.0	12/04/09
Exam III	As on university schedule

Reading Assignments  
(from textbook and source readings)

Module 1:

HMB Chapter 1

Stigler, G., "The Early History of Empirical Studies of Consumer Behavior" (JPE 1954) (p. 95–103 for exam questions).

Nicholson, W., "Marginal Utility" (Intermediate Microeconomics).

McMahon, T. (1996), "What buyers buy and sellers sell: Implications for marketing managers," *Journal of Professional Services Marketing* 13 (seven pages).

Module 2:

Module 2.1: Demographics and gender roles

HMB Chapter 2–4

Piron F., "China's changing culture:rural and urban consumers' favorite things," *Journal of Consumer Marketing*, 2006, 23, 327-334.

Module 2.2: Stratification in American society

HMB Chapter 4, 5

Module 2.3: Reference Groups

HMB Chapter 7 (excluding p. 247–260)

Kahle, L., "Role-relaxed Consumers," *Journal of Advertising Research*, 1995, 59–62.

Walker, C., "Word of Mouth" *American Demographics* 1995.

Meredith, G. and Schewe, C. (1994) "The Power of Cohorts," *American Demographics* 16, (1–7).

Module 2.4: Families and Households

HMB Chapter 6

Starr, M. A., "Consumption, Identity, and the Sociocultural Constitution of "Preferences": Reading Women's Magazines. *Review of Social Economy* Vol. 62. No3. (2004). 291-304

Module 3:

Module 3.1: Learning

HMB Chapter 9

Grossman, R.P., "The Persistence of Classically Conditioned Brand Attitudes," *Journal of Advertising*, Spring 1998.

Hawkins, S.A. and Hoch, S.J., "Low-Involvement Learning: Memory Without Evaluation," *Journal of Consumer Research* 19, September 1992, 212–25.

Module 3.2: Psychographics and lifestyle

HMB Chapter 12

Gentry, J., Baker, S.M., and Kraft, F.B., "The Role of Possessions in Creating, Maintaining, and Preserving One's Identity": *Advances in Consumer Research XXII*, ed. F.R. Kardes and M. Sujan (Provo, UT: Association for Consumer Research, 1995), pp. 406–18.

Orth, U.R., McDaniel M., et al, "Promoting brand benefits: the role of consumer psychographics and lifestyle", *Journal of Consumer Marketing*, 21, 97-108.

Wells, W., "Psychographics: A critical review," *Journal of Marketing Research* 12, 1975, 196–213.

Module 3.3: Individual processes: Perception and information processing

HMB Chapter 8

Module 3.4: Individual Processes: Attitudes

HMB Chapter 11

Crowley, A.E. and Hoyer, W.D., "An Integrative Framework for Understanding Two-Sided Persuasion," *Journal of Consumer Research* 20, March 1994, 561–74.

Module 4:

Module 4.1: Diffusion of innovations

HMB Chapter 7, page 247 to end

Gracia, R., Bardhi, F and Friedrich., C, "Overcoming consumer resistance to innovation" *MIT Sloan Management Review*, 2007, 48, 82-88.

Module 4.2: Applications in Market segmentation

HMB Chapter 13

Haley, R., "Benefit Segmentation: A Decision-Oriented Research Tool," *Marketing Management* 4, Summer 1995, 59–62.

Miller, T.E., "Segmenting the Internet," *American Demographics*, July 1996, pp. 48–51.

Module 5:

Module 5.1A: Problem recognition and information search

HMB Chapter 14

Bruner II, G.C. and Pomazal, R.J., "Problem Recognition: The Crucial First Stage of the Consumer Decision Process," *Journal of Consumer Marketing*, Winter 1988, pp. 53–63.

Module 5.1B: Information Search

HMB Chapter 15

Ellison, G. and Ellison, S., "Lessons about Markets from the Internet". *Journal of Economic Perspective*. Vol. 19. Spring 2005. 139-158

Module 5.2A: Alternative evaluation

HMB Chapter 16

Durgee, J.F. and O'Connor, G.C., "Why Some Products 'Just Feel Right,' " in *Advances in Consumer Research XXII*, ed. F.R. Kardes and M. Sujan (Provo, UT: Association for Consumer Research, 1995), p. 652.

Module 5.2B: Purchase and post-purchase processes

HMB Chapter 18

1. Davidow, M. and Dacin, P.A., "Understanding and Influencing Consumer Complaint Behavior," in *Advances in Consumer Research XXIV*, ed. M. Bruck and D.J. MacInnis. (Provo, UT: Association for Consumer Research, 1997), pp. 450–56.

Module 6:

HMB Chapter 19