



Korea University International Summer Campus (KU ISC) 2018

Embark on a unique summer

June 26, 2018 ~ August 2, 2018

ISC319 – Consumer Behavior

I . Instructor

Professor : Woody G. Kim, Ph.D.
E-mail : woogon@yahoo.com
Home Institution : Florida State University
Class Meeting : Monday to Thursday P3 1:10 p.m.-2:50 p.m. in Room 405
Office : Room 315
Office Hours : 3:00p.m.-4:20 p.m., Monday to Thursday

II. Textbook

Required Textbook : Solomon, M. R. (2012). *Consumer Behavior: Buying, Having, and Being* (10th Edition), New York: Prentice Hall. ISBN: 0132671840
Recommended :
Additional Readings

III. Course Description and Objectives

Course Description

We are all consumers. We buy groceries, computers, and cars. We purchase services ranging from bank accounts to college educations. However, consumers are different from one another. Consumers buy different clothes, drive different cars, and eat different food. Moreover, even the same consumer can make different decisions depending on the situation. The most complex aspect of marketing is understanding the mind and heart of the consumer. So how are we to construct coherent marketing strategies? In this class, we will try to learn how and why consumers behave the way they do and explore our intuitions about our own behaviors. We will also learn about theories developed in marketing, psychology, anthropology, economics, and other behavioral sciences. And we will learn how to use these theories to predict how consumers will respond to different marketing activities.

Course Objectives

By the end of the semester, students should be able to do the following:

- Demonstrate current knowledge of theory and practice in consumer behavior.
- Apply consumer behavior concepts to marketing problems that are likely to involve consumer consumption and identity implications.
- Analyze consumer decision making in a variety of situations and be able to develop a simple decision model for a specific product/brand/situation.

- Gain an understanding of several facets of consumer behaviors so that it can be applied to improving marketing strategies.
- Learn analytic tools (e.g., observation, identity measurement and segmentation, and laboratory experimentation) that can be used to investigate consumer behavior and guide managerial decision making.
- Complete three assignments which demonstrate your working knowledge and analytical skills in assessing the consumer behavior process.
- Have an increased self-consciousness of the forces at work, both internally and externally, whenever a purchase is made.

IV. Grading

Attendance and Class Participation	:	100 points (11%)
Exam 1	:	150 points (17%)
Exam 2	:	150 points (17%)
Exam 3	:	150 points (17%)
Assignments		140 points (50+30+60 points) (16%)
Written Case	:	120 points (40 points each: 3x40 points) (14%)
Case presentation	:	60 points (7%)
Total	:	870 points

Your course average is computed by dividing your total points earned (from exams, written case reports, oral presentation and class participation) by the total points available. Your letter grade is determined based on the course average score and in accordance with the following Korea University Grading Scale:

- A+= 95-100%; A= 90-94.99%
- B+= 85-89.99%; B= 80-84.99%
- C+= 75-79.99%; C= 70-74.99%
- D+= 65-69.99%; D= 60-64.99%
- F= 0-59.99%

V. Tentative Course Schedule

Date	Topics	Assignments/Cases
June 26 (Tue)	Orientation Day	
June 27 (Wed)	Course Introduction: Why study consumer behavior?	Due: Group Member List
June 28 (Thu)	Ch 1. Consumers Rule	
June 29 (Fri)	Ch 2. Perception	Case 1: The Brave New World of Subway Advertising
July 2 (Mon)	Ch 3. Learning and Memory	Case 2: Do Avatars Dream About Virtual Sheep?
July 3 (Tue)	Ch 3. Learning and Memory	Case 3: Honda's Asimo
July 4 (Wed)	Ch 4. Motivation and Values	Case 4: Campaigning for More than Beauty
July 5 (Thu)	Ch 5. The Self/Exam 1 Review	Assignment 1 due

		Case 5: Riding the Plus-Size Wave
July 9 (Mon)	Exam 1	
July 10 (Tue)	Ch 6. Personality & Lifestyles	Case 6: Has The Death Of The Watch Been Greatly Exaggerated? Apple Gets Into The Game.
July 11 (Wed)	Ch 7. Attitudes & Persuasive Communications	Case 7: Michael Phelps: Endorsement Deals Go Up in Smoke!
July 12 (Thu)	Ch 8. Individual Decision Making	Case 8: Domino's Dilemma
July 16 (Mon)	Ch 9. Buying and Disposing	Case 9: Giving and Receiving on Freecycle.org
July 17 (Tue)	Ch 10. Groups/Exam 2 Review	Assignment 2 due Case 10: Parrot Heads Unite
July 18 (Wed)	Exam 2	
July 19 (Thu)	Ch 11. Organizational and Household Decision Making	Case 11: Children—The Final Frontier . . . for Cell Phones
July 23 (Mon)	Ch 12. Income and Social Class	Case 12: Affording Junk Food
July 24 (Tue)	Ch 13. Ethnic, Racial, and Religious Subculture	Assignment 3 due Case 13: I'm a PC!
July 25 (Wed)	Ch 15. Cultural Influences on Consumer Behavior	Case 14: Mobile Phones Invade the World
July 26 (Thu)	Ch 16. Global Consumer Culture	Case 15: Slumdog: Fad or Fashion?
July 30 (Mon)	Ch 16. Global Consumer Culture/Exam 3 Review	
July 31 (Tue)	Exam 3	
Aug 1 (Wed)	Grade Consultation	
Aug 2 (Thu)	Commencement	

Assignments

Assignments are designed to enhance the attainment of the course objectives. Students are to demonstrate what they have learned from the readings and class discussions. Due dates for the written assignments are indicated below. All assignments should be submitted in class to the professor on their due dates.

- **Individual Assignment 1 (50 points): Review of Periodical Article.** You should find, read, summarize, and critically analyze a periodical article on some aspect of consumer behavior. This assignment encourages you to be familiar with either the academic/scholarly consumer behavior literature or the practical/applied/trade (real world) consumer behavior literature since it is important for you to know where to find current information. Plus, with this assignment, you can develop your written communication skills and your ability to think and write critically and clearly.

Commercial/business magazines or newspapers containing substantive in-depth articles (several pages) on consumer behavior include:

Barron's

Business Horizons

Industry Week

Marketing and Media Decisions

Business Week
Business Month
Forbes
Fortune

Nation's Business
Psychology Today
The Wall Street Journal
USA Today

You should look for a relatively substantive, in-depth article; for example, a feature article in *Fortune* or *Business Week*, a front-page story in column 1 or 4 on page 1 of the *Wall Street Journal*, or a cover story from *USA Today*.

FORMAT

- Required length of the assignment is two pages maximum
- 12-point font size text
- Include a title page with the name of the article, the name of the periodical in which you found that article, the date of publication, and your name.
- Please attach a photocopy of your article to your paper. Cite any sources of information consulted in addition to the article itself.

DIRECTIONS

- 1) **Find** a recent (last 2 years) article that interests you.
- 2) **Read** the article and take notes on its major points and ideas. The purpose of note taking is to help you identify, organize, and recall important information, ideas, and details. This means that you must be able to recognize, in context, dates, names, and places; important or unusual details; key words and phrases; definitions; and examples.
- 3) **Summarize** the article based on the following directions:

1. **What is the author's message?**

- * Major theme (in one sentence, if possible).
- * Purpose of the message/author's motives for writing.
- * The major issues raised or questions addressed.
- * Does the author identify and clearly explain key concepts or ideas we need to understand in order to understand the writer's line of reasoning?
- * Conclusions drawn by the author: Do they logically follow from the evidence and assumptions? Do you agree or disagree with the author's conclusions?
- * What other conclusions, if any, could be drawn from the same information?
- * What are the implications and consequences that follow from the author's conclusions? How were these reached?

2. **What is the significance of this article for marketing management?**

- * Is the topic timely and important? For whom?
- * What consequences are likely to follow if people take the author's line of reasoning seriously?
- * Usefulness of the author's ideas, findings (facts discovered), conclusions (inferences from the findings), and recommendations (actions suggested from the conclusions). For example, what are the major implications for target marketing and decisions for public policy or for consumer decision making? Or, are there any take-aways for consumers to use? (These can be both ideas stated as well as unstated by the author.)
- * Does the article contribute to our knowledge of consumer behavior?
- * Did the author neglect anything important? What other information might be important to know before making any judgment on the value and importance of this article?

- **Individual Assignment 2 (30 points): Your VALS Categorization.** The purpose of this assignment is for you to develop a deep understanding about VALS, which segments adults into eight distinct types, or mindsets, using a specific set of psychological traits and key demographics that drive consumer behavior.

FORMAT

- Required length of the assignment is one page
- 12-point font size text

DIRECTIONS

Please go to the following VALS website link:

<http://www.strategicbusinessinsights.com/vals/presurvey.shtml>

You will find a questionnaire there—complete the survey.

Below are the questions you will need to answer:

- 1) What VALS type are you?
 - 2) How do you feel about these results?
 - 3) Is this the type you expected to be based on the descriptions provided on the VALS2 home page? Why or why not? If not, what type would you have guessed you were?
 - 4) What products do you use that you think would be typical of this VALS type?
- **Individual Assignment 3 (60 points): Consumer Behavior Diary.** Create a diary of all your purchases and consumption of those purchases (other than very frequent things like meals) for a minimum of the past six months. For at least four of these purchases, give a thorough analysis of the consumer buying process you went through and analyze the various sociocultural and psychological influences on your purchases. You should consult secondary sources for information on consumer buying patterns for at least two of these product/service categories. Were any of these purchases influenced in any way by information you learned in this course? Explain. If not, suggest how one or more of these purchases could have been influenced by this information, possibly including how you could have made a more informed decision.

FORMAT

- Required length of the assignment is two pages
- 12-point font size text

Attendance and Class Participation

Students are expected to attend class regularly and to arrive promptly. I will check class attendance randomly, and it will be reflected in your attendance score. Missing classes will certainly have a negative impact on your exam scores. You will lose 7 points for each absence. Korea University's academic regulations state that a class attendance rate of at least 70% is required for a student to earn a passing grade. You are expected to participate in various class discussions and respond to any questions or issues raised in class to earn your class participation points. To earn your participation credit, you are required to turn in a note at the end of EACH CLASS with your name clearly indicated in the upper right corner of an 8 ½ X 11 (Letter Size) sheet of paper, along with a brief description of what you contributed to the class discussion. No credit will be given without a participation note or for the participation notes that do not follow the instructions listed above. Attendance and class participation will count for 14% of your final grade, or 100 points, and your participation points will depend on the frequency and quality of your participation. I also measure class participation based on

the following criteria: paying attention during lectures; respectful listening when I or your peers are speaking; your ability to fully engage in your learning without texting, checking your phone or email, or participating in other digital distractions; your ability to stay awake, etc. If you are unable to meet the above criteria, I will take away participation points throughout the semester. You must introduce yourself to the class in a Discussion Board posting during the first day of the semester (by 11:59 p.m.). Your introduction will give you 10 points towards your participation grade. Click on the link "Discussion Board - First Day Introduction," and then click on "Create Thread." Include any of the following information you feel comfortable sharing:

- Education history
- Current work and/or work history
- Why you chose to enroll in KU summer campus
- Hobbies
- Family
- Anything else you'd like to share about yourself

Case Discussions

Cases are carefully written to highlight different aspects of consumer behavior and their implications for marketing strategies. You will be given a *set of questions for each case that you can use as a signpost*. However, you need not restrict yourself to these questions or issues. You can raise additional issues that you consider relevant and important. As you are probably aware, all cases are about some events that happened in the past (obviously, since they are already published). One temptation in analyzing the case and deciding on a managerial course of action is to do what the firm subsequently did in real life. This, however, may not necessarily be the correct approach since the firm's may have not made the best decision. Also, other factors subsequent to the case would have impacted the actual decision made by management. Although cases are historical, they are very valuable in giving us an opportunity to see how basic consumer behavior principles can be applied to marketing strategies even if specific circumstances vary.

Each of the cases in your textbook will be assigned to a group or a student on the first day of class. Each group/individual will present the summary and their answers to the class and lead class discussion on the case. The case presentation should be around 20 minutes, so I would suggest you manage your time effectively. I would also recommend each group (or individual) make a brief summary of the case. The rest of the time should be used for questions and discussion. All cases will be discussed in class, so students must read and thoroughly prepare the cases ahead of time. Students will be called upon in class and must be prepared to answer questions about the case. A grade will be given for participation. Each student can select 3 cases out of the 15 cases discussed in this course. Only 3 written case assignments may be done; no extra credit will be given for doing extra assignments.

Exams

I will give three exams during the semester. All exams will be non-cumulative and closed book/notes. Test materials for exams will come from the textbook, lectures, discussions, video clips, case presentations, and other topics discussed in class. Test dates are listed on the tentative course schedule at the end of this syllabus.