

<b>Subject Code</b>	MM587
<b>Subject Title</b>	Consumer Behaviour
<b>Credit Value</b>	3
<b>Level</b>	5
<b>Normal Duration</b>	1-semester
<b>Pre-requisite/ Co-requisite/ Exclusion</b>	None
<b>Objectives</b>	<p>Consumer Behavior is designed for students who have some basic knowledge of marketing. The subject is aimed to develop students' conceptual and theoretical understanding of behavioral aspects of consumers and their strategic implications to marketers.</p> <p>This subject contributes to the achievement of the MSc MM Programme Outcome 3 (Evaluate consumers' purchase decision-making process, and its implications for marketing strategy and practice).</p>
<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> <li>identify the major individual, social and cultural factors that affect consumers' decision making process;</li> <li>explain and analyze the major stages which consumers usually go through when making a consumption-related decision;</li> <li>understand the essence of how consumers make decisions and be able to assess the relevant implications for marketing practitioners.</li> <li>Gain basic understanding of how technology-driven innovation and artificial intelligence affect consumer behavior.</li> </ol> <p>Studying this subject will also help develop students' critical thinking, appreciation of cross-cultural differences, and oral and written communication skills.</p>
<b>Subject Synopsis/ Indicative Syllabus</b>	<p>Introduction to Consumer Behaviour</p> <p>Consumer Decision-Making Process (MAO, Problem Recognition; Judgmental and Decision Making; Post-Decision Processes)</p> <p>The Impact of technology-driven innovation and artificial intelligence in consumer decision making</p> <p>Consumer Information Processing Process (Exposure, Attention and Perception; Memory and Knowledge, Attitude Formation and Change)</p> <p>Social and Cultural Influences on Consumer Choice (Personality, Reference groups, Social influences, and Culture)</p>
<b>Teaching/Learning Methodology</b>	<p>Lectures and seminars are utilized. Lectures are used to instill in students the major concepts relating to the consumer decision making process. In the seminars, cases, experiments and other project oriented work involved the analysis of consumer behavior are employed to further students' understanding of the lecture materials.</p>

Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)			
			a.	b.	c.	d.
	<b>Continuous Assessment*</b>	<b>100%</b>				
	1. Individual essay	15%	✓	✓	✓	✓
	2. Quizzes	30%	✓		✓	✓
	3. Seminar exercises / case discussions	15%	✓		✓	✓
	4. Class participation and contribution to class discussion	10%	✓	✓	✓	✓
	5. Group project and presentation	30%	✓	✓	✓	✓
	Total	100 %				

*\*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.*

To pass this subject, students are required to obtain Grade D or above in the overall subject grade.

**Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:** the various methods are designed to ensure that all students taking this subject will–

- Read the recommended materials;
- Discuss the issues brought up in the lectures/seminars;
- Understand the key theories that guide consumer information processing and decision-making processes, and know how to apply the theories to analyze real-world issues in critical and creative way.
- Discuss the implications of technology-driven innovation on consumer behavior in exercises
- Practice presenting their arguments and views logically and convincingly.
- Understand how technology may

Feedback is given to students immediately following the presentations and all students are invited to join this discussion.

<b>Student Study Effort Expected</b>	Class contact:	
	▪ Lectures	39 Hrs.
	Other student study effort:	
	▪ Preparation for lectures	25 Hrs.
	▪ Preparation for assignment / group project and presentation / examination	45 Hrs.
	Total student study effort	109 Hrs.
<b>Reading List and References</b>	<p><i>Main Text</i></p> <p>Wayne Hoyer, Deborah MacInnis, and Rik Pieters, “Consumer Behavior”, 7th Edition, South-Western: CENGAGE Learning, 2018.</p> <p><i>References</i></p> <p>Journal of Consumer Research</p> <p>Journal of Consumer Psychology</p> <p>Journal of Marketing</p> <p>Journal of Marketing Research</p>	

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