



Consumer Behavior

Prof. Sukki Yoon, Bryant University

SHORT COURSE DESCRIPTION

The goal of this course is to provide 1) an understanding of the dynamics that underlie consumer behavior (CB) and the factors that influence these dynamics, and 2) experience in extending beyond knowing and understanding to applying said knowledge. For many aspects of the course experience, the guiding question will be: "How could you apply the concepts and principles from assigned reading to develop, improve, package or promote your product/service/issue in a way likely to impact positively upon consumers' mental states and/or behavior? "

TEXTBOOK

Frank R. Kardes , Maria L. Cronley, & Thomas W. Cline (2015), 2nd Edition. *Consumer Behavior*, Cengage Learning; Available at KYOBO Book Store Gwanghwamun (Foreign Books Department; Phone: 02-397-3451).

Alternatively, purchase an e-book at: <https://www.cengageasiaestore.com/kr/consumer-behavior-cengage-ebook-12-months-digital-access.html>

COURSE REQUIREMENTS AND GRADING

Students are responsible for all reading assignments, handouts, and lecture materials. Students who miss class are expected to make arrangements with fellow students for lecture material.

NOTE: SKKU regulations require students to attend at least 80% of all classes.

	Grading		Scale	
Participation	25%	90-100%	A	PASS
Final Exam	25%	87-89%	B+	PASS
Brand Audit	25%	84-86%	B	PASS
Consumer Observation	25%	80-83%	B-	PASS
		77-79%	C+	PASS
		74-76%	C	PASS
		70-73%	C-	PASS
Total	100%	67-69%	D+	PASS
		60-66%	D	PASS
		59% or lower	F	FAIL

CLASS PARTICIPATION

The class participation grade will be based on the frequency and quality of your comments (for attendance policy please refer to the last page of the syllabus). I will often direct questions to the class as a whole or towards specific individuals – thus, be prepared to be "cold called" (If you find this extremely aversive, please let me know). Keep in mind that your grade for participation is not simply a function of the amount of "air time" or "space" you take up. You will be evaluated on how well you respond to the questions and how effectively you take into account the comments and analyses of your classmates.

FINAL EXAM

There will be only one exam in this class: Final Exam on the last day. The exam will cover material presented in class lectures, textbook chapters, case assignments, class discussions, and any other

material assigned. The format of the exam will be discussed prior to the date given, but may consist of multiple choice, fill-in-the-blank questions, short answer, and/or an essay. No make-up exams will be given except in the case of a documented emergency or serious illness.

BRAND AUDIT

Your group will prepare a brand audit on a brand of their choice. Your goal is to create a presentation for the class that describes the research you have conducted and your recommendations for the organization. The audit will include:

- An overview of the brand's history
- An assessment of the brand's meaning
- An assessment of the brand's strength/weakness

You will deliver a 30-40-minute presentation to the class, which will summarize your analysis, findings, and recommendations for managing the brand in the future. Use a plenty of visuals and examples (e.g., advertisements). Be prepared to lead a short discussion (tip: bring some questions to class). Use of PowerPoint/Keynote slides is required.

This assignment is due a day before your presentation date. Submit your PowerPoint on Canvas under the folders named "BrandAudit". Make sure that you post your ppt slide 2 hours before your presentation (you will get penalized if you miss this deadline). Bring the power point file on the day of your presentation as well.

CONSUMER OBSERVATION

You and your partner will visit a local business in Seoul. It could be a national chain but it must be located in Seoul. Conduct a 20-30 minute observation of the store and prepare a report that describes what you have seen and learned.

Your goal for the observation is to look at how factors in the environment may influence the consumers' behavior in the retail environment. Below are some examples of what to include. Note that the place you visit may have more or fewer things to observe than the suggested list below. BE CREATIVE!!! Make sure to offer managerial implications for the store.

For example:

- What is the store's environment like? Music, visuals, scents, is it overly stimulating?
- How many employees do you see? Does it seem easy or difficult for customers to find help in the store?
- Are there point-of-purchase displays? Are they complementary or distracting?
- How is the store laid out? Do you think this influences the purchase behavior of the patrons? Do you think the patrons follow the "intended" path?
- Is the store cluttered? Minimalist? Neat? Messy?
- Are there attempts to encourage impulse purchases?
- What else do you notice about the location?
- What **(cross-cultural) differences** do you notice from similar stores back in your home country?
- Do you notice any marketing communications outside the store or on public media (e.g., TV commercials, ads on social media, billboards, flyers, etc.)? How do these promotions work jointly with what you observed in the store?

After conducting this observation, please follow the guidelines below for your write-up:

- Type a concise five-page summary and analysis of your findings.
- Please note the store you observed, as well as the day, date, and time you conducted the observation.

You will deliver a 30-40-minute presentation to the class, which will summarize your analysis, findings,

and recommendations for managing the store/brand in the future. Use a plenty of visuals and examples (e.g., photos, advertisements). Be prepared to lead a short discussion (tip: bring some questions to class). Use of PowerPoint/Keynote slides is required.

This assignment is due one hour before your presentation. Submit your PowerPoint on Canvas under the folders named "Consumer Observation".

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COURSE SCHEDULE

Date	Topics & Readings	Assignments/Presentations
WEEK I		
	Overview	
7/1 Mon	Introduction; TedTalk	
7/2 Tue	Ch 1: Consumer Behavior	
7/3 Wed	Ch 2: Segmentation & Positioning	
7/4 Thu	Ch 3: Branding	Brand Audit (TBA)
WEEK II		
	Information Processing	
7/8 Mon	Ch 4: Perception	Brand Audit (TBA)
7/9 Tue	Ch 5: Memory	Brand Audit (TBA)
7/10 Wed	Ch 6: Information Processing	Brand Audit (TBA)
7/11 Thu	Ch 7: Emotion	Brand Audit (TBA)
WEEK III		
	Decision Making	
7/15 Mon	Ch 8: Attitude	Consumer Observation (TBA)
7/16 Tue	Ch 9: Decision Making	Consumer Observation (TBA)
7/17 Wed	Ch 10: Evaluation	Consumer Observation (TBA)
7/18 Thu	Ch 11: Decision Theory	Consumer Observation (TBA)
WEEK IV		
	Social Influence	
7/22 Mon	Ch 12: Personality	Consumer Observation (TBA)
7/23 Tue	Ch 13: Social Influence	Consumer Observation (TBA)
7/24 Wed	Final Exam	Final Exam

*This schedule may be revised, if needed. Changes to the schedule will be announced in class.