

**City University of Hong Kong
Course Syllabus**

**offered by College of Business
with effect from Semester A 2024/25**

Part I Course Overview

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| Course Title: | Consumer Behaviour |
| Course Code: | FB6603B |
| Course Duration: | One Semester |
| Credit Units: | 2 for FB6603B |
| Level: | P6 |
| Medium of Instruction: | English |
| Medium of Assessment: | English |
| Prerequisites: <i>(Course Code and Title)</i> | Nil |
| Precursors: <i>(Course Code and Title)</i> | FB5601 Principles of Marketing OR MKT5601 Principles of Marketing |
| Equivalent Courses: <i>(Course Code and Title)</i> | Nil |
| Exclusive Courses: <i>(Course Code and Title)</i> | MKT6603 Consumer Behaviour MKT5611 Consumer/Buyer Behaviour |

Part II Course Details

1. Abstract

This course aims to provide students with the knowledge and understanding of the theories in Psychology, Sociology and Anthropology, which are essential to the study of consumer behaviour. Prevailing techniques of understanding consumers' buying behaviours and business applications of consumer behaviour principles will be included.

2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

| No. | CILOs | Weighting (if applicable) | Discovery-enriched curriculum related learning outcomes (please tick where appropriate) | | |
|-----|--|------------------------------|---|----|----|
| | | | A1 | A2 | A3 |
| 1. | Describe the relevance of consumer behaviour to the entire marketing process, the nature and stages of consumers' decision making and the factors influencing consumers' choice. | | ✓ | | |
| 2. | Explain the causes giving rise to consumer behaviour with the theories rooted in Psychology, Sociology and Anthropology. | | | ✓ | |
| 3. | Explain the impact of consumer behaviour on the development of marketing strategies including marketing communication, segmentation and target marketing. | | | ✓ | |
| 4. | Apply the concepts and theories covered in the course to devise effective solutions in enhancing business performance in the context of consumer behaviour. | | | | ✓ |
| 5. | Demonstrate with other classmates productively on the group work, communicate and present information effectively. | | ✓ | | |
| | | 100% | | | |

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

3. Learning and Teaching Activities (LTAs)

(LTAs designed to facilitate students' achievement of the CILOs.)

| LTA | Brief Description | CILO No. | | | | | Hours/week (if applicable) |
|------------------------|---|----------|---|---|---|---|-------------------------------|
| | | 1 | 2 | 3 | 4 | 5 | |
| 1. Lectures | Students will engage with various concepts and illustrations on consumer behavior during class. They will also watch videos to further understand and elaborate on the applications. | ✓ | ✓ | ✓ | ✓ | | |
| 2. In-class Activities | Students will engage in activities that facilitate their active discovery of knowledge and reinforce the concepts covered in class. They will participate in the games, quizzes, case studies, or exercise to share ideas and exchange opinions through discussion questions related to the lecture topics. | ✓ | ✓ | ✓ | ✓ | ✓ | |
| 3. Presentations | Students will report their project findings after a discovery experience in the form of oral presentations in the class. Audience can respond to the presenter's ideas by posting comments or raising issues for further discussions. | ✓ | ✓ | ✓ | ✓ | ✓ | |

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

| Assessment Tasks/Activities | CILO No. | | | | | Weighting | Remarks |
|---|----------|---|---|---|---|-----------|---------|
| | 1 | 2 | 3 | 4 | 5 | | |
| Continuous Assessment: 100% | | | | | | | |
| 1. Participation in Classroom Activities | ✓ | ✓ | ✓ | ✓ | ✓ | 10% | |
| 2. Group project | ✓ | ✓ | ✓ | ✓ | ✓ | 35% | |
| 3. Individual Assignment | ✓ | ✓ | ✓ | ✓ | | 25% | |
| 4. Final Test | ✓ | ✓ | ✓ | ✓ | | 30% | |
| Examination: 0% (duration: hours, if applicable) | | | | | | 100% | |

Participation in Classroom Activities (10%)

Students' competence level will be assessed based on their performance in the in-class activities including games, quizzes, case studies, exercises and group discussions. These activities are designed to gauge students' mastery of major concepts and theories as well as their ability to discover and apply principles of consumer behaviour in different business situations.

Group project (35%)

In the group project, students are required to select a product business or a service company for analysis. The project consists of a written report and an oral presentation. Performance will be evaluated in light of their capability to integrate relevant concepts into business situations, discover the main issues, and develop appropriate solutions for the selected company. Peer evaluation will be conducted.

Individual Assignment (25%)

The assignment is to assess students' competence level to discover the issues and apply the theories and concepts covered in the business context.

Final Test (30%)

The final test is to measure student's understanding of the issues discovered in the entire course. Their ability to analyze buying behaviours and identify business applications of consumer behaviour principles will be assessed.

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter

| Assessment Task | Criterion | Excellent (A+, A, A-) | Good (B+, B, B-) | Fair (C+, C, C-) | Marginal (D) | Failure (F) |
|---------------------------------------|--|---|---|---|--|--|
| Participation in Classroom Activities | Competence level for in-class activities including games, quizzes, case studies, exercises and group discussions | <ul style="list-style-type: none"> Show excellent command of the concepts and theories covered in the lectures. Exhibit superior capacity for applying the consumer behaviour principles in real-life situations. Particularly enthusiastic at voicing out ideas and giving insightful comments. | <ul style="list-style-type: none"> Show good command of the concepts and theories covered in the lectures. Exhibit strong ability to apply the consumer behaviour principles in real-life situations. Keen to answer questions and give constructive ideas. | <ul style="list-style-type: none"> Show acceptable command of the concepts and theories covered in the lectures. Exhibit adequate capacity for applying the consumer behaviour principles in real-life situations. Answer questions when prompted. | <ul style="list-style-type: none"> Show marginal command of concepts and theories covered in the lectures. Exhibit marginal capacity for applying the consumer behaviour principles in real-life situations. Passive in in-class discussions. | <ul style="list-style-type: none"> Show poor command of concepts and theories covered in the lectures. Exhibit little capacity for applying the consumer behaviour principles in real-life situations. Very passive in in-class discussions. |
| Group project | Capability to integrate relevant concepts into business situations, discover the main issues, and develop appropriate solutions for the selected company | <ul style="list-style-type: none"> Have a good grasp of all aspects of consumer behaviour, with a substantial understanding of each topic. Exhibit a superior ability to identify the current and potential applications of consumer behaviour principles in the business settings. Devise effective business solutions which are highly coherent with the entire marketing process. | <ul style="list-style-type: none"> Have a good grasp of the major aspects of consumer behaviour, with a sufficient understanding of each topic. Exhibit a strong ability to identify the current and potential applications of consumer behaviour principles in the business settings. Devise feasible business solutions which are coherent with the marketing process. Demonstrate good | <ul style="list-style-type: none"> Have a good grasp of several consumer behaviour principles, with a fair understanding of each topic. Exhibit the ability to identify prominent applications of consumer behaviour principles in the business settings. Devise acceptable business solutions with reference to the marketing process. Demonstrate fair language skills in compiling the | <ul style="list-style-type: none"> Have a good grasp of a few consumer behaviour principles with little understanding of each topic. Exhibit the ability to identify a few applications of consumer behaviour principles in the business settings. Devise partial business solutions with reference to the marketing process. Demonstrate a marginal level of language proficiency | <ul style="list-style-type: none"> Have a good grasp of a few consumer behaviour principles with very little understanding of each topic. Exhibit the ability to identify a few applications of consumer behaviour principles in the business settings. Devise partial business solutions with reference to the marketing process. |

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| | | <ul style="list-style-type: none"> • Demonstrate excellent language skills in compiling the written report and presenting the project findings professionally. • Collaborate with other classmates productively and have significant contributions to the group. | <p>language skills in compiling the written report and presenting the project findings effectively.</p> <ul style="list-style-type: none"> • Collaborate with other classmates effectively and contribute to the group actively. | <p>written report and presenting the project findings.</p> <ul style="list-style-type: none"> • Contribute to the group work reactively. | <p>in compiling the written report and presenting the project findings.</p> <ul style="list-style-type: none"> • Passive in the group work. | <ul style="list-style-type: none"> • Demonstrate a low level of language proficiency in compiling the written report and presenting the project findings. • Very passive in the group work. |
| Individual Assignment | Competence level to discover the issues and apply the theories and concepts covered in the business context | <ul style="list-style-type: none"> • Show excellent command of analyzing the causes of consumer behaviour and the effects of marketing strategy on consumer behaviour. • Demonstrate excellent command of English with high accuracy in the use of tone, wording, grammar and structure. | <ul style="list-style-type: none"> • Show good command of analyzing the causes of consumer behaviour and the effects of marketing strategy on consumer behaviour Able to recognize most of the PR concepts and their applications. • Demonstrate good command of English with high accuracy in the use of tone, wording, grammar and structure. | <ul style="list-style-type: none"> • Show acceptable command of analyzing the causes of consumer behaviour and the effects of marketing strategy on consumer behaviour. • Demonstrate acceptable command of English with high accuracy in the use of tone, wording, grammar and structure. | <ul style="list-style-type: none"> • Show marginal command of analyzing the causes of consumer behaviour and the effects of marketing strategy on consumer behaviour. • Demonstrate marginal command of English with high accuracy in the use of tone, wording, grammar and structure. | <ul style="list-style-type: none"> • Show poor command of analyzing the causes of consumer behaviour and the effects of marketing strategy on consumer behaviour. • Demonstrate poor command of English with high accuracy in the use of tone, wording, grammar and structure. |

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| Final Test | Understanding of the issues discovered in the entire course | <ul style="list-style-type: none"> • Exhibit a substantial understanding of the issues covered in the entire course. • Demonstrate a superior capacity for analyzing the issues critically and answer the questions from multiple perspectives. • Show a strong capability to integrate relevant consumer behaviour principles into the marketing process. • Elaborate their ideas extensively and justify their opinions with ample evidence from the business settings. | <ul style="list-style-type: none"> • Exhibit a good understanding of the issues covered in the entire course. • Demonstrate a good capacity for analyzing the issues critically. • Show a good capability to integrate relevant consumer behaviour principles into the marketing process. • Elaborate their ideas sufficiently and justify their opinions with abundant real-life examples. | <ul style="list-style-type: none"> • Exhibit a fair understanding of the issues covered in the entire course. • Demonstrate an adequate capacity for analyzing the issues. • Show an acceptable capability to integrate relevant consumer behaviour principles into the marketing process. • Elaborate their ideas reasonably and justify their opinions with some real-life examples | <ul style="list-style-type: none"> • Exhibit little understanding of the issues covered in the entire course. • Demonstrate a limited capacity for analyzing the issues. • Show a marginal capability to integrate relevant consumer behaviour principles into the marketing process. • Provide little elaborations of their ideas and illustrate their thoughts with few examples. | <ul style="list-style-type: none"> • Exhibit little understanding of the issues covered in the entire course. • Demonstrate a very limited capacity for analyzing the issues. • Show a little capability to integrate relevant consumer behaviour principles into the marketing process. • Provide little elaborations of their ideas and illustrate their thoughts with few examples. |
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Applicable to students admitted from Semester A 2022/23 to Summer Term 2024

| Assessment Task | Criterion | Excellent (A+, A, A-) | Good (B+, B) | Marginal (B-, C+, C) | Failure (F) |
|---------------------------------------|--|--|---|---|--|
| Participation in Classroom Activities | Competence level for in-class activities including games, quizzes, case studies, exercises and group discussions | <ul style="list-style-type: none"> Show excellent command of the concepts and theories covered in the lectures. Exhibit superior capacity for applying the consumer behaviour principles in real-life situations. Particularly enthusiastic at voicing out ideas and giving insightful comments. | <ul style="list-style-type: none"> Show good command of the concepts and theories covered in the lectures. Exhibit strong ability to apply the consumer behaviour principles in real-life situations. Keen to answer questions and give constructive ideas. | <ul style="list-style-type: none"> Show acceptable command of the concepts and theories covered in the lectures. Exhibit adequate capacity for applying the consumer behaviour principles in real-life situations. Answer questions when prompted. | <ul style="list-style-type: none"> Show marginal/poor command of concepts and theories covered in the lectures. Exhibit little capacity for applying the consumer behaviour principles in real-life situations. Very passive in in-class discussions. |
| Group project | Capability to integrate relevant concepts into business situations, discover the main issues, and develop appropriate solutions for the selected company | <ul style="list-style-type: none"> Have a good grasp of all aspects of consumer behaviour, with a substantial understanding of each topic. Exhibit a superior ability to identify the current and potential applications of consumer behaviour principles in the business settings. Devise effective business solutions which are highly coherent with the entire marketing process. Demonstrate excellent language skills in compiling the written report and presenting the project findings professionally. Collaborate with other classmates productively and have significant contributions to the | <ul style="list-style-type: none"> Have a good grasp of the major aspects of consumer behaviour, with a sufficient understanding of each topic. Exhibit a strong ability to identify the current and potential applications of consumer behaviour principles in the business settings. Devise feasible business solutions which are coherent with the marketing process. Demonstrate good language skills in compiling the written report and presenting the project findings effectively. Collaborate with other classmates effectively | <ul style="list-style-type: none"> Have a good grasp of several consumer behaviour principles, with a fair understanding of each topic. Exhibit the ability to identify prominent applications of consumer behaviour principles in the business settings. Devise acceptable business solutions with reference to the marketing process. Demonstrate fair language skills in compiling the written report and presenting the project findings. Contribute to the group work reactively. | <ul style="list-style-type: none"> Have a good grasp of a few consumer behaviour principles with very little understanding of each topic. Exhibit the ability to identify a few applications of consumer behaviour principles in the business settings. Devise partial business solutions with reference to the marketing process. Demonstrate a low level of language proficiency in compiling the written report and presenting the project findings. Very passive in the group work. |

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| | | group. | and contribute to the group actively. | | |
| Individual Assignment | Competence level to discover the issues and apply the theories and concepts covered in the business context | <ul style="list-style-type: none"> Show excellent command of analyzing the causes of consumer behaviour and the effects of marketing strategy on consumer behaviour. Demonstrate excellent command of English with high accuracy in the use of tone, wording, grammar and structure. | <ul style="list-style-type: none"> Show good command of analyzing the causes of consumer behaviour and the effects of marketing strategy on consumer behaviour Able to recognize most of the PR concepts and their applications. Demonstrate good command of English with high accuracy in the use of tone, wording, grammar and structure. | <ul style="list-style-type: none"> Show acceptable command of analyzing the causes of consumer behaviour and the effects of marketing strategy on consumer behaviour. Demonstrate acceptable command of English with high accuracy in the use of tone, wording, grammar and structure. | <ul style="list-style-type: none"> Show marginal/poor command of analyzing the causes of consumer behaviour and the effects of marketing strategy on consumer behaviour. Demonstrate poor command of English with high accuracy in the use of tone, wording, grammar and structure. |
| Final Test | Understanding of the issues discovered in the entire course | <ul style="list-style-type: none"> Exhibit a substantial understanding of the issues covered in the entire course. Demonstrate a superior capacity for analyzing the issues critically and answer the questions from multiple perspectives. Show a strong capability to integrate relevant consumer behaviour principles into the marketing process. Elaborate their ideas extensively and justify their opinions with ample evidence from the business settings. | <ul style="list-style-type: none"> Exhibit a good understanding of the issues covered in the entire course. Demonstrate a good capacity for analyzing the issues critically. Show a good capability to integrate relevant consumer behaviour principles into the marketing process. Elaborate their ideas sufficiently and justify their opinions with abundant real-life examples. | <ul style="list-style-type: none"> Exhibit a fair understanding of the issues covered in the entire course. Demonstrate an adequate capacity for analyzing the issues. Show an acceptable capability to integrate relevant consumer behaviour principles into the marketing process. Elaborate their ideas reasonably and justify their opinions with some real-life examples | <ul style="list-style-type: none"> Exhibit little understanding of the issues covered in the entire course. Demonstrate a very limited capacity for analyzing the issues. Show a little capability to integrate relevant consumer behaviour principles into the marketing process. Provide little elaborations of their ideas and illustrate their thoughts with few examples. |

Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

(An indication of the key topics of the course.)

Introduction to consumer behaviour. Routinized response behaviour. Decision making processes. Individual differences. Cultural influences. Ethics in consumer marketing.

2. Reading List

2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

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| 1. | Assael, Henry (2004). <i>Consumer Behavior: A Strategic Approach</i> . Boston: Houghton Mifflin. |
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2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

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| 1. | Blackwell, R.D., Miniard, P.W., & Engel, J.F. (2001), <i>Consumer Behavior</i> , Thomson Learning: South-Western. |
| 2. | Mowen, J.C., & Minor, M. (1998). <i>Consumer Behavior</i> . Upper Saddle River, NJ: Prentice Hall. |
| 3. | Handout - To be downloaded from the course website |