MAKT903

Consumer Behaviour

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<u>Instructor Contact Details</u>

Lecturer-in-charge: Dr. Yi Chen
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Consultation Time: Book appointment by sending email to: wlwyxy_29@zju.edu.cn

<u>Teaching Times, Modes and Locations</u>

Course Duration: 23 Jun 2025 to 11 Jul 2025
Modes: Face-to-face
Location: Huajiachi Campus, Zhejiang University via face-to-face

<u>Academic Level</u>

Postgraduate

<u>Credit Points:</u>

The course is worth 6 units of credit point.

<u>Credit Hours</u>

The number of credit hours of this course equals to the credits of a standard semester- long course.

<u>Contact Hours</u>

The course contains a total of 53 contact hours, which consists of orientation, lectures, seminars, quiz, discussion, research, case study, small tests, assignments, on-site field trip(s), in-class and after-class activities, revision, self-study, and final exam. Students will receive an official transcript which is issued by Zhejiang University when completing this course.

<u>Enrolment Requirements</u>

Eligibility requires enrollment in an overseas university as an undergraduate or postgraduate student, proficiency in English, and pre-approval from the student's home institution.

<u>Course Description:</u>

This unit introduces the concepts, processes and theories that help marketing managers formulate a consumer-centric approach to marketing. This unit is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. Students learn to apply the concepts, principles, and theories from economics, psychology, sociology, social psychology, cultural anthropology etc. are used to describe and explain consumer behaviour. This course introduces some widely used econometric models for analyzing financial data and the procedures used to estimate these models. This course focus on empirical work and the application of analysis of real market data. This course includes following topics: the statistical nature of financial data; the specification, estimation, and testing of asset pricing models; high-frequency financial data analysis; and the modeling of financial return volatility. Throughout the unit, students are encouraged to become familiar with financial data and learn how to apply models to these data.

Prerequisite:

N/A

Learning Resources

● Hoyer, W.D., MacInnis, D.J. and Pieters, R (2018), Consumer Behavior, 7th Edition, Boston, MA:Cengage Learning US, ISBN 9781305507272),

● Consumer Behaviour: Buying, Having Being, 4th edition

Learning Objectives

By the end of this course, you should be able to:

・Identify and analyse issues related to consumer behaviour in different facts

・Develop suitable solutions to address consumer behaviour problems

・Research and use information related to the behaviour of consumers, efficiently and responsibly demonstrated by professional referencing and relevant permission.

Course Delivery:

● Face-to-face Lecture mode includes lectures, seminars, quiz, discussion, research, case study, small tests, assignments, on-site field trip(s), in-class and after-class activities, revision, and final exam.

The following course will be taught in English. There will also be guest speakers and optional field trips available for students who would like to enhance their learning experience. All courses and other sessions will be run during weekdays.

Topics and Course Schedule:

WK	Topic	Activities
1	Orientation	
1	Introduction to Consumer Behaviour and the MAO Framework	Lecture; Tutorial
1	Memory and Knowledge Structures	Lecture; Tutorial
1	Exposure, Attention, Perception and Comprehension	Lecture; Tutorial
1	Consumer Attitudes I	Lecture; Tutorial
1	Consumer Attitudes II	Lecture; Tutorial
2	Mid-Semester Review	Lecture; Tutorial
2	Seminar	
2	Social Influences on Consumer Behaviour	Lecture; Tutorial
2	Decision Making on Consumer Behaviour	Lecture; Tutorial
2	Quiz	Closed book
2	CB Insights Industry Lecture	Lecture; Tutorial
3	Consumer Diversity	Lecture; Tutorial
3	Social Class and Households	Lecture; Tutorial
3	Constrained Optimization	Lecture; Tutorial
3	Psychographics and Ethics	Lecture; Tutorial
3	Kultsumption: The consumption culture.	Lecture; Tutorial
3	Revision	Tutorial
3	Final exam	Closed book

Assessments:

Class participation	15%
Quiz	15%
Assignments	20%
Final exam	50%

Grade Descriptors:

HD	High Distinction	85-100
D	Distinction	75-84
Cr	Credit	65-74
P	Pass	50-64
F	Fail	0-49

High Distinction 85-100

- Treatment of material evidences an advanced synthesis of ideas Demonstration of initiative, complex understanding, and analysis.
- Work is well-written and stylistically sophisticated, including appropriate referencing, clarity, and some creativity where appropriate.
- All criteria addressed to a high level.

Distinction 75-84
- Treatment of material evidences an advanced understanding of ideas Demonstration of initiative, complex understanding and analysis Work is well-written and stylistically strong.
- All criteria addressed strongly.

Credit 65-74
- Treatment of material displays a good understanding of ideas.
- Work is well-written and stylistically sound, with a minimum of syntactical errors.
- All criteria addressed clearly.

Pass 50-64
- Treatment of material indicates a satisfactory understanding of ideas Work is adequately written, with some syntactical errors.
- Most criteria addressed adequately.

Fail 0-49
- Treatment of ideas indicates an inadequate understanding of ideas Written style inappropriate to task, major problems with expression.
- Most criteria not clearly or adequately addressed.

Academic Integrity

Students are expected to uphold the university's academic honesty principles which

are an integral part of the university's core values and principles. If a student fails to observe the acceptable standards of academic honesty, they could attract penalties and even disqualification from the course in more serious circumstances. Students are responsible for knowing and observing accepted principles of research, writing and any other task which they are required to complete.

Academic dishonesty or cheating includes acts of plagiarism, misrepresentation, fabrication, failure to reference materials used properly and forgery. These may include, but are not limited to: claiming the work of others as your own, deliberately applying false and inaccurate information, copying the work of others in part or whole, allowing others in the course to copy your work in part or whole, failing to appropriately acknowledge the work of other scholars/authors through acceptable referencing standards, purchasing papers or writing papers for other students and submitting the same paper twice for the same subject.

This Academic Integrity policy applies to all students of the Zhejiang University in all programs of study, including non-graduating students. It is to reinforce the University's commitment to maintain integrity and honesty in all academic activities of the University community.

Policy
The foundation of good academic work is honesty. Maintaining academic integrity upholds the standards of the University. The responsibility for maintaining integrity in all the activities of the academic community lies with the students as well as the faculty and the University. Everyone in this community must work together to ensure that the values of truth, trust and justice are upheld.
Academic dishonesty affects the University's reputation and devalues the degrees offered. The University will impose serious penalties on students who are found to have violated this policy. The following penalties may be imposed:

- ✓ Expulsion
- ✓ Suspension
- ✓ Zero mark /fail grade
- ✓ Marking down
- ✓ Re-doing/re-submitting of assignments or reports, and
- ✓ Verbal or written warning.