

<b>Course Code</b>	HP3806
<b>Course Title</b>	Consumer Psychology
<b>Pre-requisites</b>	HP1000 Introduction to Psychology HP1100 Fundamentals of Social Science Research
<b>No of AUs</b>	3

### Course Aims

This course is about the processes of consumption which include selection, purchasing, using, and discarding goods, services, ideas, and experiences. It examines the implication of psychological and societal factors that affect the processes of consumption. Proper understanding of the interaction between mind and environment behind consumer behavior is crucial for those of you who desire to work at marketing sectors. The goal of this course is to provide the foundations to understand consumer insight – the desires and necessities that are on the surface of consumers’ conscious thought and the deeper, possibly unconscious motives that drive human behavior at an implicit level. To achieve this goal, you will be exposed to a thorough understanding of the internal and external factors that influence consumer behaviour. Working in an area that is so critical to almost every business activity brings a high degree of excitement and a justifiable sense of importance.

### Intended Learning Outcomes (ILO)

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

1. describe basic theories of consumer psychology
2. define, compare and contrast the properties of basic frameworks in consumer psychology
3. explain consumption behaviors in real life with the basic frameworks in consumer psychology
4. critically and scientifically examine consumption behaviors

### Course Content

A list of sample topics to be covered in this course:

- introduction, motivation, attention, perception, comprehension, attitudes, judgement and decisionmaking, post-decision processes, social influence, psychographics, symbolic culture, innovation adoption

### Assessment (includes both continuous and summative assessment)

Component	ILO Tested	Related Programme LO or Graduate Attributes	Weighting	Team/Individual
1. Final Examination	1, 2, 3, 4	Competence	50%	Individual
2. Midterm Quiz	1, 2, 3, 4	Competence	20%	Individual
3. In-class Group Activity	2, 3, 4	Communication Character Civic-mindedness Creativity	10%	Team & Individual
4. Group Project	1, 3, 4	Communication Character	20%	Team/Individual

		Civic-mindedness Creativity		
Total			100%	

**Formative feedback**

Depending on the scopes and goals of the course, you may have the opportunities to identify your progress in this course via feedback in three different forms: (1) general feedback based on your performance on mid-term quiz (so you have a chance to evaluate progress in comparison to the progress of your peers), (2) specific feedback throughout an in-class activity every week (so you have a chance to evaluate your understanding of key concepts in terms of depth and accuracy) and (3) specific feedback obtained from individual meetings on group project throughout the semester and peer evaluation 2 times during the semester (so you have a chance to evaluate your theoretical thinking, critical thinking, and understanding of methodology).

**Learning and Teaching approach**

Approach	How does this approach support you in achieving the learning outcomes?
Collaborative learning	With the help of in-class activities and group projects, you will have a chance to learn collaboratively and develop the skills it requires, instead of learning consumer psychology alone. This approach is effective for ILOs 1, 2, 3, and 4 because you will be presented with various kinds of problems that put your theoretical reasoning, specific knowledge of consumer psychology, and application of such knowledge to test. To do well, you have to take advantage of team effort such as integrating the views of everyone on the team or borrowing their expertise for different tasks.
Interactive classroom activities	With the help of in-class activities in lectures, you will have a chance to learn interactively instead of passively learning about consumer psychology. This approach is effective for ILOs 1, 2, 3, and 4 because you will engage in various activities that help you better understand abstract concepts that are otherwise hard to grasp. These activities are engaging for their interesting nature, educational for highlighting the gist of important concepts, memorable for standing out from traditional approaches of teaching, and relatable for their links to daily life.

**Reading and References**

Hoyer, W.D., McInnis, D.J., & Pieters, R. (2018). Consumer Behavior, 7th edition, Cengage Learning. ISBN-13: 9789814834230 | ISBN-10: 9814834238

**Course Policies and Student Responsibilities**

**(1) General**

You are expected to read the assigned chapters before coming to class each week.

Lectures are based on 1) the assigned chapters from the textbook and 2) complementary materials that are NOT in the textbook (e.g., films, videos, class demonstrations). In the interest of effective learning, instructors may post skeletal class notes online which do not contain all the details of the lectures.

### **(2) Midterm quiz**

The midterm quiz will cover the textbook and complementary materials from lectures (e.g., films, class demonstrations). There will be no make-up midterm. If you miss the midterm due to a documented emergency, such as medical and family emergencies, you will expect tutorial and group project assessments with adjusted weight; missing the midterm without documentation will result in a loss of the points associated with it.

### **(3) Final exam**

The final exam will cover textbook and lecture materials.

### **(4) Absenteeism**

Collaborative learning requires you to be in class to contribute to team work. In-class activities make up a significant portion of your course grade. Absence from class without a valid reason will affect overall course grade. Valid reasons include falling sick supported by a medical certificate and participation in NTU's approved activities supported by an excuse letter from the relevant bodies. There will be no make-up opportunities for in-class activities.

## **Academic Integrity**

Good academic work depends on honesty and ethical behaviour. The quality of your work as a student relies on adhering to the principles of academic integrity and to the NTU Honour Code, a set of values shared by the whole university community. Truth, Trust and Justice are at the core of NTU's shared values.

As a student, it is important that you recognize your responsibilities in understanding and applying the principles of academic integrity in all the work you do at NTU. Not knowing what is involved in maintaining academic integrity does not excuse academic dishonesty. You need to actively equip yourself with strategies to avoid all forms of academic dishonesty, including plagiarism, academic fraud, collusion and cheating. If you are uncertain of the definitions of any of these terms, you should [go to the academic integrity website](#) for more information. Consult your instructor(s) if you need any clarification about the requirements of academic integrity in the course.

## **Planned Weekly Schedule**

<b>Week</b>	<b>Topic</b>	<b>ILO</b>	<b>Readings/ Activities</b>
1	Introduction	1	Chapter 1, Appendix
2	Motivation	1,2,3,4	Chapter 2
3	Attention & Comprehension	1,2,3,4	Chapter 3
4	Memory & Knowledge	1,2,3,4	Chapter 4
5	Attitude based on High Effort	1,2,3,4	Chapter 5
6	Attitude based on Low Effort	1,2,3,4	Chapter 6

7	Judgment & Decision Making based on High Effort	1,2,3,4	Chapter 8
8	Judgment & Decision Making based on Low Effort	1,2,3,4	Chapter 9
9	Post-Decision Processes	1,2,3,4	Chapter 10
10	Social Influence	1,2,3,4	Chapter 11
11	Psychographics	1,2,3,4	Chapter 14
12	Symbolic Culture	1,2,3,4	Chapter 16
13	Innovation Adoption	1,2,3,4	Chapter 15