

MARK 3420 Consumer Behavior
Section L1 (Fall Semester 2021-22)
Wednesday & Friday 1:30PM - 2:50PM, Room 1005 LSK
Tutorial Monday 7:00PM - 7:50PM, Room 1014 LSK
Course Syllabus Version 23 September 2021

INSTRUCTOR AND INSTRUCTIONAL ASSISTANT

Professor David TSE

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1:00 - 3:00 pm (or by appointment)

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LEARNING OBJECTIVES

The purpose of this course is to study the process of consumer decision making and its determinants, and the resulting implications for marketing strategy. Concepts and theories covered in this course are essential for consumer analysis and the development of effective marketing strategies in Hong Kong Asia and beyond. A strategic orientation will permeate most facets of this course. At the same time, knowledge of consumer behavior requires some understanding of important concepts from fields such as psychology, sociology and economics. Both theory and marketing applications will be stressed throughout the course.

TEXTBOOK AND LEARNING RESOURCES

Wayne D. Hoyer; Deborah J. MacInnis; Rik Pieters, Consumer Behavior, 7th Edition, South-western CENGAGE Learning, 2018.

I will not lecture on every topic included in the textbook. However, I do encourage you read all the assigned chapters.

Supplementary reading materials will be occasionally assigned. It is the responsibility of students to search and reproduce a hardcopy of the relevant material if necessary. Videoclips, on the other hand, will only be shown in class once and will not be kept in the library. It is important, therefore, that students attend all lecture sessions so as not to miss any video material.

CLASS SCHEDULE

Our class meets on Wednesdays and Fridays, 1:30-2:50p.m. in **fact-to-face** mode.

Except those approved by the school to take the class in remote mode (***Mixed Mode Lite, which means real-time and non-interactive manner via Zoom***).

This may change depending on the pandemic situation and further guidelines from the university. *You will be informed of any change(s) in the mode of instruction in a timely manner.*

ONLINE CLASS RULES APPLIED TO THOSE STUDENTS APPROVED TO TAKE THE REMOTE MODE:

1. Please join the Zoom meeting link for our class a few minutes earlier than the scheduled actual class start time as much as possible in order to avoid missing any class proceedings.
2. You should sign in with your full name and preferred name displayed on your video window, in the following format
<PREFERRED NAME> <Surname> <First Name>, e.g. RONNIE Chee Weng Li
3. Students are required to keep their video cameras on during the entire class.
4. You may use the chat function to raise or answer questions, but please be reminded that the interaction under Mixed Mode Lite is very limited during the class. Your interaction in the chat box will be counted into your class participation score.

Tutorial sessions, scheduled on **Monday 7:00 - 7:50 p.m. (LSK 1014)**, will be used to serve following purposes:

- Zoom discussion with professor regarding your project (Oct 18th, see class schedule);
- consultation sessions where students may ask questions regarding the class materials and/or seek advice on certain project issues (*Attendance is optional*);
- extra/make-up classes (because of typhoon and unexpected events) that we might need to assure complete coverage of the syllabus (*Physical Attendance is required*);
- presentation of final group projects during the last week of the semester (Nov 29, *please refer to class schedule, Physical Attendance is required*)

Since these are scheduled tutorials, you should treat each tutorial session as a class that requires attendance, unless otherwise stated (as optional). The nature of the tutorial session for the week shall be announced on the ANNOUNCEMENT page of CANVAS on the Wednesday preceding the tutorial.

EXPECTATIONS OF STUDENTS

I expect you to be an active thinker, reader, observer and doer. Several of the ideas presented in this course were developed in Western countries in the expectation that basic theories of human behavior would apply to human beings all over the world, thus Hong Kong and Asia. Throughout this course, I would like you to be alert to any differences you may note between what is taught, and what you have observed from your own experience as a consumer in Hong Kong/Asia, and raise these issues for discussion in class.

COURSEWORK COMPONENTS

The coursework requirements for this course are listed below:

<i>Coursework</i>	<i>Weighting (%)</i>	<i>Nature of Activity</i>
Attendance and Class Participation	10	Individual
Term Test 1	25	Individual
Term Test 2	33	Individual
Group Project - Oral Presentation	15	Group
Group Project – Written Report	15	Group
Research Participation	2*	<i>Individual</i>

* *Students enrolled in MARK3420 are required to earn 2 research credits (worth 2% of the course grade). This can be done through participation in 2 marketing experiments OR by completing 2 research assignments. You are advised not to wait until the final weeks of the semester to participate in the marketing experiment. More information is provided on our course website. Since the research is administered directly by the Marketing Department, you may contact markexpt@ust.hk if any queries.*

Letter grades will be assigned based on the School's grading guidelines.

Term Tests

Two term tests will be administered within the semester. The tests will be conducted in person (except for remote learning students approved by the school). Cheat sheet (printed) is allowed (maximum 2 pieces of A4 paper, double-sided). Specific instructions will be given as the test date gets closer.

Tests will be held during regular class hours as follows:

13 October (Wednesday)

19 November (Friday)

The test format will be a combination of Multiple Choice and short-answer/discussion questions.

Note: Made-up test arrangements can only be made with a valid medical excuse, in which case a medical certificate should be presented.

According to the University arrangements, all in-HK students must attend quizzes in person. Students who are approved by the university to study remotely will attend the quizzes simultaneously online via Zoom on Canvas. No special examination arrangements will be provided.

Group Project

Students can sign up for groups after the add/drop date Sept 14th through Canvas. Please sign up before Sept 16th (deadline 11:00 pm). The project topics and membership will be announced in class on Sept 17th.

You are expected to work with other members of your group in undertaking the assigned project. Your individual contribution to the group efforts and accomplishments will be reflected in a peer assessment that will be conducted for each group activity. No group swapping is allowed. You are also expected to manage your group activities effectively and efficiently.

The project title is described. More detailed instructions will be provided later with individual group consultation on Oct 18.

For Remote Learning students, I shall replace group project with an applied assignment on an individual basis (Netflix & Toys R Us).

Project Details

Industry	Improve Brand Love through consumer passion and intimacy	Consumer Insights & Co-creation for new products	New Marketing Model through consumer journey and desires
Restaurant	Tsui Wah to improve Brand Love (Group 1)	Ajisen Noodle how to be competitive (Group 2)	Honey Moon Desert exploring new model (Group 3)
Fast Fashion	Giordano to Compete with Uniqlo (Group 4)	Giordano to Compete with Lululemon (Group 5)	Uniqlo defends against its model against Shein (Group 6)
Retail & Shopping Experiences	SaSa versus Sephora (Group 7)	759 Store (阿信屋) vs Donki Donki (Group 8)	

Your group is required to

- (1) develop your own questionnaire (use insights from class);
- (2) interview at least 20 students (on-line or physical), gather relevant consumers blogs and analyze the data using Excel or SPSS;
- (3) use insights from data to recommend the strategy for the firm your group works on.

Based on your analysis, prepare a report for the brand/marketing manager of the firm. The presentation (and written report) should cover following parts:

1. Company Background: summar information on the company (1-2 page)
2. Project Definition: identifying and discussing the core marketing issues your project addresses including the target consumers and the nature of the issues (2 pages)
3. Research Method: Questionnaire and Consumer Blogs/Vlogs (2 pages)
4. Findings and Recommendation: Discuss your recommendation based on your findings (6 pages)

Page Limit for Report: 12 double spaced typed pages in Times New Roman (11 Point), excluding cover page, table of contents, tables and appendices, with 1 inch border on all sides. This limit is to be strictly followed. A soft copy of the report should be uploaded on CANVAS.

Due Dates: See Class Schedule for due date. No late report will be accepted.

Peer Assessment

In order to recognize individual contributions in the group project, and to prevent free-ridership problems, peer evaluation results will be used to adjust group grades leading to the calculation of the final individual scores.

Each student is required to evaluate his/ her team members' performance/contribution to the team via the *iPeer* system. The student will also conduct self-evaluation, although the self-evaluation score will not contribute towards the calculation of the student's average evaluation score.

Evaluation criteria include:

- Attendance during team meetings/activities
- Quality of input/work done
- Volume of work contributed
- Overall contribution to the group deliverable

In addition to the numerical assessment, the student should input his/her qualitative evaluation/ comments, especially in cases where his/her assessment of a teammate's contribution is low.

The iPeer event will open on Dec 8th 9AM and close on Dec 15th 11PM. A student who fails to submit his/her peer assessment on time will automatically earn a significant reduction in the group project mark.

Attendance and Class Participation

Attendance during classroom sessions is required. *Please note that your attendance may not be acknowledged if you fail to sign on the attendance sheet or switch off your video camera on Zoom (only applied to remote learning students approved by the school).*

Students are expected to participate in class discussion so they can learn from each other. Active involvement in learning increases what is remembered, how well it is assimilated, and how the learning is used in new situations. In making statements to peers about their own thoughts on a class topic, students must articulate those thoughts and also submit them to constructive examination by others. In listening to their peers, students hear different ways of interpreting and applying class material, and thus are able to integrate many examples of how to use the information.

Each student has an opportunity to earn a maximum of 4 class participation points every session, on a scale of 0 (lowest) to 4 (highest points), using the criteria below. The criteria focus on what you demonstrate and do not presume to guess at what you know but do not demonstrate. Note that attendance and class participation are linked together in the evaluation process.

Points	Criteria
0	<ul style="list-style-type: none"> Absent.
1	<ul style="list-style-type: none"> Present, not disruptive. Tries to respond when called on but does not offer much. Demonstrates very infrequent involvement in discussion.
2	<ul style="list-style-type: none"> Demonstrates adequate preparation: knows basic case or reading facts, but does not show evidence of trying to interpret or analyze them. Offers straightforward information (e.g., straight from the case or reading), without elaboration or very infrequently (perhaps once a class). Does not offer to contribute to discussion, but contributes to a moderate degree when called on. Demonstrates sporadic involvement.
3	<ul style="list-style-type: none"> Demonstrates good preparation: knows case or reading facts well, has thought through implications of them. Offers interpretations and analysis of case material (more than just facts) Contributes well to discussion in an ongoing way: responds to other students' points, thinks through own points, questions others in a constructive way, offers and supports suggestions that may be counter to the majority opinion. Demonstrates consistent ongoing involvement.
4	<ul style="list-style-type: none"> Demonstrates excellent preparation: has analyzed case exceptionally well, relating it to readings and other material (e.g., readings, course material, discussions, experiences, etc.). Offers analysis, synthesis, and evaluation of case material, e.g., puts together pieces of the discussion to develop new approaches that take the class further. Contributes in a very significant way to ongoing discussion: keeps analysis focused, responds very thoughtfully to other students' comments, contributes to the cooperative argument-building, suggests alternative ways of approaching material and helps class analyze which approaches are appropriate, etc. Demonstrates ongoing very active involvement.

Your total Class Participation points will be determined at the end of the semester, and will contribute towards 10 percentage points of your grade.

ACADEMIC INTEGRITY

Academic integrity is a critical value of the university community. Integrity violations destroy the fabric of a learning community and the spirit of inquiry that is vital to the effectiveness the University. I have absolutely no tolerance for cheating and there are no acceptable excuses. Anyone

caught cheating or plagiarizing in any form will fail the class. Plagiarism is copying anything from another source without citing that source.

Assignments identified as individual tasks must be completed without the assistance of others. For assignments identified as group work, it is expected that all members of the group will have contributed to the final output, and that only members of the group will have contributed to that output. A group may not collaborate with a group from another section of the course.

Extreme care must be taken to avoid passing of other's work as one's own. You are required to provide appropriate citations when you use ideas and arguments or otherwise draw on others' work.

Tests are to be written without the assistance or help of others during the exercise.

In general, any student who violates academic integrity, through such activities as duplication of another students' work in whole or in part, plagiarism, etc. or other means of cheating, will receive an F for the course. There is no honor in taking someone's work as your own.

The HKUST Academic Integrity site can be accessed at <https://acadreg.ust.hk/generalreg.html>



Professor Tse received his MBA and PhD (U. California, Berkeley) before returning to Hong Kong in 1993. He taught at universities in U.S., Canada, Europe, Hong Kong and Mainland China. Since 2002, he serves as an Honorary Professor of Marketing at Peking University and an Honorary Professor of Marketing at Fudan University. By July 2021, his papers have been cited over 5000 times in Social Science Citation Index and over 18,000 times on the web (Google scholar). He has been rated as the world top 1% scholar in citation from 2009 to now. In Journal of Int'l Business Studies, he is among the world's most prolific scholars. Since 1993, he serves as the Chair Professor of Marketing and received his endowed chair professorship, a top honour in HKU since 2012.

He joins HKUST in 2021.

He is known for his research in international marketing (entry strategies), marketing in China (consumption issues and firm strategies), and service marketing (satisfaction models and service excellence). Professor Tse has published 19 top-tier marketing & international business journal papers (Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Journal of International Business Studies), 35 other journal papers (Marketing Letters, Journal of International Marketing, Journal of Advertising etc.), 1 major annual (China Market Yearbook, 1200 pages), 8 books, and over 30 book chapters/conference papers on these topics.

He was an Academic Trustee of Marketing Science Institute and a board member of the Sheth Foundation. He is a fellow of Center for Service Leadership in Arizona State University and a fellow of William Davidson Institute at the University of Michigan.

Professor Tse served as the founding vice-president of the Asia Academy of Management. He founds the Contemporary Marketing Centre, as a centre of distinction.

He consults for companies in Hong Kong, Canada and Mainland China, including Time Medical, BASF, HSBC, SmarTone, All China Market Research, ChinaVest, Swire Properties, Elec & Eltec, Nomura Research International, and Hong Kong SAR Government. He served as non-executive director/consulting director/board chairman for three firms.

Professor Tse spoke at international professional conferences including World Knowledge Forum, World Marketing Conference, USC's Asia Pacific Business Outlook Conference, Beijing Stock Commission CEO Conference, China Professional Marketers' Conference, and AMCHAM talks. He served in Hong Kong Government's Central Policy Unit (1995-7) and sat on committees in other organizations including ICAC, Real Estate Authority. He appears in newspapers (Hong Kong Economic Times etc.), magazines (World Executive etc.) and on TVs (CNBC etc).

He received best MBA teacher award twice, 2008 and 2010; and research award twice.

MARK 3420 SCHEDULE (TENTATIVE)

Week	Dates	Topics	Text book Chapters	Notes/ Comments
1	01, 03 Sept	Course Introduction Consumer Behavior: An Overview	1	
2	08, 10 Sept	Motivation, Ability, and Opportunity	2	
3	15, 17 Sept	Exposure, Attention, and Perception	3	Add/Drop Period ends 14 September Group Member sign up through Canvas (between 15-16 Sept 11:00 pm) Group Project Topics will be randomized & confirmed 17 September
4	22 Sept 24 Sept	Memory and Knowledge	4	22 Sept is a holiday
5	29 Sept 1, Oct (holiday)	Attitude Formation and Change based on High Effort	5	1 Oct is a holiday
6	6 Oct 8 Oct	Attitude Formation and Change based on Low Effort Problem Recognition and Information Search	6 7	
7	13 Oct 15 Oct	Test 1 Judgment and Decision Making Based on High Effort	8	Test 1 Oct 13 (covering chapters 1 to 7) face-to-face* Additional information on Group project will be provided
	18 Oct Monday (Extended Tutorial Session)	Zoom Meeting with Professor Tse & Claudia Nong, links will be set up.		Group 1 (7:00-7:15 pm); Group 2 (7:15-7:30 pm), Group 3 (7:30-7:45 pm); Group 4 (7:45-8:00 pm), Group 5 (8:00-8:15 pm); Group 6 (8:15-8:30 pm), Group 7 (8:30-8:45 pm); Group 8 (8:45-9:00 pm).
8	20 Oct 22 Oct	Judgment and Decision Making Based on Low Effort Post-Decision Processes and Customer	9 10	
9	27 Oct 29 Oct	Social Influences Consumer Diversity	11 12	
10	3, 5 Nov	Household and Social Class Influences Psychographics, Values, Personality and Lifestyle	13 14	
11	10 Nov 12 Nov	Innovation and Resistance Symbolic Consumer Behavior	15 16	
12	17 Nov 19 Nov	Ethics and Social Responsibility TEST 2	17	Test 2 Nov 19 (covering chapters 8 to 17) face-to-face*
13	24 Nov 26 Nov	Presentations (Groups 1, 2 & 3) Presentations (Groups 4, 5 & 6)		
	29 Nov Tutorial Session	Presentations (Groups 7 & 8)		Physical Presence is required for this Tutorial section

* except students approved to remote-learn.

Written Report is due at 11pm 2 weeks after your group presentation. (For Nov 24 presentations, Dec 8th) (For Nov 26 presentations, Dec 10th) (For Nov 29th presentations, Dec 13th)