

University of Bath School of Management

MN 20546: Consumer Psychology | Term I 2017–18

Lectures: Weeks 1–11
Tuesdays, 2:15–4:05pm
Edge Theatre

Seminars: Weeks 2, 4, 6
Mondays at 9:15am (1W 3.30)
Mondays at 11:15am (3W 4.7)
Mondays at 12:15pm (3W 4.7)
Mondays at 4:15pm (1W 3.30)

Unit Convener: Dr. Sam Johnson (s.g.b.johnson@bath.ac.uk)

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Seminar Leader: Elisa Schweiger (e.b.schweiger@bath.ac.uk)

Learning objectives: Why do people do and buy things they don't like or need? Why does what other people think influence what consumers like? How can people be persuaded to buy a product? The purpose of this module is to examine consumers' decision-making processes, the influences upon consumers' behaviour in a broad sense and their implications for marketing. The module aims to create a solid understanding of consumers' behaviour and the multitude of influences that play a role in consumption and buying behaviour. Drawing on the discipline of psychology, a strong theoretical foundation is laid to acquaint you with the principles you will require to make informed business decisions in the area of consumer behaviour.

Having completed this unit the student is expected to:

1. demonstrate the ability to critically evaluate consumer research and theoretical models in the field.
2. have an understanding of psychological theories and processes used to understand consumer behaviour.
3. be able to consider different ways in which consumer research may be applied in the development of marketing programmes.

Assessment: Assessment will be fully based on coursework, with one data-driven insights project (50% of your mark) and two shorter application exercises (each counting for 25%). Details about these projects are given at the end of this course outline. All coursework will be due at **12pm (noon) on Friday, December 15, 2017** and must be uploaded to Moodle.

Course Webpage: This unit is supported through Moodle, the University's virtual learning environment. As the semester progresses, readings lists and application exercises will be posted to this site for access by students, from any location. It is strongly recommended that each student checks the unit's Moodle site—at least weekly—to obtain the lecture slides, learn about supplementary readings or activities that may be required for the upcoming session, and review each week's option for the application exercises.

Lecture Schedule

Week	Date	Topic	Lecturer	Textbook Chapters
1	T 3 Oct	Consumers as Humans	Sam	1, 3
2	T 10 Oct	Sensation and Perception	Sam	4
3	T 17 Oct	Learning and Memory	Sam	7
4	T 24 Oct	Neuroscience	Elisa	
5	T 31 Oct	Attitudes and Affect	Yvetta	8
6	T 7 Nov	Decision-Making	Yvetta	9
7	T 14 Nov	Motivation	Haiming	6
8	T 21 Nov	Social Influence	Debbie	10
9	T 28 Nov	Consumer Culture	Debbie	13
10	T 5 Dec	Personality and Lifestyle	Haiming	11, 12
11	T 12 Dec	Revision		

Readings

Textbook: *Consumer Behaviour: A European Perspective* (6th Ed.) by Solomon, Bamossy, Askegaard, and Hogg. The textbook chapters for each lecture are listed above. Any changes to the textbook readings will be announced in class and on Moodle.

Additional readings: Other readings (e.g., from academic and popular press articles) or videos will be required, and will be posted on Moodle.

Projects

Data-driven insights project. You will conduct an original research project aimed at applying the ideas from class to generate consumer insights. The project itself will be conducted in groups, but you must create your own report, which should reflect your own perspective on the project's significance, findings, and implications.

Groups. You will work in a group of 4–6 students, who must all be in the same seminar session. You will have time to form groups during the Week 2 seminar.

Project. The project must build on the theories and findings discussed in lecture or in the textbook, and apply these ideas to a novel product or consumer context. That is, the project should be (1) motivated by previous research, while (2) going beyond that research in some way that is (3) relevant to a real-world marketing problem. You may rely on one or more of a

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number of methodologies. For example, you could surreptitiously observe consumers in a store, design a survey using Qualtrics (classmates can act as pilot participants), conduct a focus group, or conduct individual interviews (e.g., you can approach strangers in town or students on campus). Examples of suitable projects will be discussed in the Week 2 seminar.

Workshop. In the Week 6 seminar session, you will have the opportunity to gain feedback on your project idea through a short workshop. Your group will make a 5-minute “pitch” (you may use one or two PowerPoint slides if you wish), which should briefly describe your proposed study and explain what important insights it may help you to gain into consumer behavior. Your group will then have the opportunity to answer questions and receive feedback.

Report. Your report will be in the form of a PowerPoint presentation. The report should cover (1) Sufficient background about previous research to motivate the project (but no extensive literature review); (2) A description of your hypothesis, making it clear why your hypothesis is plausible but not obvious; (3) Your findings (e.g., for a quantitative study, this could be a simple bar chart with means; for a qualitative study, key observations); (4) Interpretation of the results and limitations of this interpretation; and (5) Marketing implications (if there are interesting scientific implications, you may discuss those too). Please note that although the project is conducted in groups, **the report must be your own individual work**. Although you and your group members will report the same study design and results, you will all draw different lessons from it (e.g., how best to interpret the results and what the most important marketing applications are).

The report can be a maximum of 15 PowerPoint slides, printed in the notes page view. (Feel free to use fewer slides.) The PowerPoint report should follow the following format:

- Relatively simple text and / or graphic material on the actual slides. (Hint: It’s a good idea to include a screenshot of what the participants did.)
- Explanatory text of the slide in the notes section below the slide. As long as the meaning is clear to the reader, feel free to use an outline format and bullet points, rather than full sentences and paragraphs.
- Note that the title page, references, and any appendices do not count against the 15 maximum slides. The notes section should be in minimum 10-point font.

There are several reasons for using this PowerPoint format: (1) Business communications involve more than the presentation of data and facts—it is important to provide a story or guidance (in the notes section) along with these data; (2) organizations are increasingly moving toward PowerPoint as a communications medium in which knowledge is passed along over time, and these communications must be self-explanatory; and (3) those lessons are best passed on with slides that tell an effective story (in the notes section) that can be easily understood by others, even years down the road. The guiding resource on this is Cliff Atkinson’s work “Beyond Bullet Points” (<http://beyondbulletpoints.com/>).

The maximum word count (across all slides and note sections, but not including references) is 2,000 words. But often more is less: Please write concisely and focus on key observations.

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Application exercises. For each lecture in Weeks 1–10, there will be an associated application exercise. You must pick **two** of these exercises, and the two exercises must be associated with *different* lecturers (e.g., if you complete the Week 7 assignment, you cannot also complete the Week 10 assignment, since Haiming is the lecturer for both sessions). Although these exercises are not due until the end of the term, it is strongly recommended that you do them soon after the associated lectures.

For each exercise, submit a PowerPoint file of no more than 5 slides, following the format described above for the data-driven insights project. The content will of course depend on which exercises you choose, but in all cases you should be sure to link your observations back to ideas discussed in the lecture or readings, and include concrete marketing implications. The maximum word count (across all slides and note sections, but not including references) is 750 words for each exercise (and brevity is encouraged).

The application exercise option for each lecture will be posted to Moodle throughout the term.