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| Department | International College of Liberal Arts | | |
| Semester | Fall 2023 | Year Offered (Odd/Even/Every Year) | Every Year |
| Course Number | PSYC/ECON349 | | |
| Course Title | Consumer Psychology | | |
| Prerequisites | 1) PSYC200 Social Psychology OR PSYC201 Social Psychology OR | | |
| Course Instructor | LAW Wai Him Crystal | Year Available (Grade Level) | 3 |
| Subject Area | Sociology & Psychology | Number of Credits | 3 |
| Class Style | Lecture | Class Methods | Face to face |

(NOTE 1) Class Methods are subject to change

(NOTE 2) Depending on the class size and the capacity of the facility, we may not be able to accommodate all students who wish to register for the course"

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| Course Description | This course draws on theories and concepts of psychology to understanding consumers behaviour, ranging from the purchase of goods and services to reactions and preferences to marketing actions. Emphasis will be on the thought and emotions underlying consumer decisions, and the influence of internal (personal) and external (social and cultural) factors in shaping consumer behaviour. The course will also highlight on the role of modern technology and make use of up-to-date examples from global cultures that are relevant to students' lives. |
| Class plan based on course evaluation from previous academic year | For every semester, this course will be evaluated and reflect upon student course evaluation and feedback. |
| Course related to the instructor's practical experience (Summary of experience) | Not applicable |

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| Learning Goals | <p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> · Understand a range of consumer psychology theories and concepts · Critique consumer psychology research · Explore the factors which influence consumers' decision-making · Apply consumer behaviour and psychological concepts to real-world business contexts · Critically evaluate firms' marketing actions from a psychology perspective |
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| iCLA Diploma Policy | DP1/DP2/DP3/DP4 |
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iCLA Diploma Policy

(DP1) To Value Knowledge – Having high oral and written communication skills to be able to both comprehend and transfer knowledge

(DP2) To Be Able to Adapt to a Changing World – Having critical, creative, problem-solving, intercultural skills, global and independent mindset to adopt to a changing world

(DP3) To Believe in Collaboration – Having a disposition to work effectively and inclusively in teams

(DP4) To Act from a Sense of Personal and Social Responsibility – Having good ethical and moral values to make positive impacts in the world

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| Active Learning Methods | Group presentation, Class discussions, Field trip reports |
| Use of ICT in Class | UNIPA and ChatGPT |
| Use of ICT outside Class | UNIPA and ChatGPT |
| Expected study hours outside class | It is expected that students spend 5 hours every week (a total of 75 hours across 15 week) to cover all required readings, review, and preparation for the report and final presentation. |
| Feedback Methods | <ol style="list-style-type: none"> (1) Correct answers to the exams will be discussed in class. (2) Feedforward and feedback for report and presentation (3) Any additional comment or advice will be given as requested. Students should arrange individual meetings with the instructor. |

| Grading Criteria | | |
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| Grading Methods | Grading Weights | Grading Content |
| Midterm Exam | 30% | Half-open book exam with multiple-choice and/or short-answer questions. |
| Final Exam | 30% | Half-open book exam with multiple-choice and/or short-answer questions. |
| Short Field Trip Report | 10% | Written (100-200 words) or video/audio (2 minutes) forms, or any other formats |
| Group presentation | 20% | |
| Class participation | 10% | |

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| Required Textbook(s) | Lecture notes |
| Other Reading Materials/URL | <ul style="list-style-type: none"> • Consumer Behavior: Buying, Having, and Being, Global Edition, 13th edition, Published by Pearson (2019); Author: Michael R. Solomon (only supplementary, exams are all based on lecture notes) • URLs to supplementary materials will be provided throughout the course as lessons are introduced. |
| Plagiarism Policy | <p>Students are expected to maintain academic integrity and to follow the university's academic integrity policy. Any form of academic dishonesty, including plagiarism, cheating, or fabrication of data, will not be tolerated and may result in disciplinary action.</p> <p>Use of ChatGPT and AI tools is allowed with proper citation, else it's academic misconduct. Guidelines for citations will be provided by the course lecturer. Students who are found to have violated this rule will receive a grade of 0 for the assignment/presentation and may face further disciplinary action.</p> |
| Other Additional Notes | <p>(1) Classroom Conduct: All students are expected to conduct themselves in a professional and respectful manner in the classroom.</p> <p>(2) Additional Support: Students can schedule appointments with the instructor for extra assistance through email, in-person meetings on campus, or Zoom (specific scheduling methods to be announced in class).</p> <p>(3) Language Support: The instructor is fluent in both English and Japanese (), in both written and spoken forms.</p> |

(NOTE 3) Class schedule is subject to change

| Class Schedule | |
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| Class Number | Content |
| Class 1 | (A) Introduction (A1) Course and assessment overview |
| Class 2 | (A) Introduction (A2) Consumer behaviour research methods |
| Class 3 | (B) Consumer sensation and perception (B1) Sensory systems, exposure, attention, interpretation, biases |
| Class 4 | (B) Consumer sensation and perception (B2) Case-study, short assignment guideline |
| Class 5 | (C) Learning and memory (C1) Marketing applications of behavioural learning theories |
| Class 6 | (C) Learning and memory (C2) Cognitive learning theories, memory |
| Class 7 | (D) Motivation and affect (D1) Consumer needs, motivation process |
| Class 8 | (D) Motivation and affect (D2) Affect, consumer involvement |

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| Class 9 | (E) The self, personality, and lifestyles (E1) Concept of the self, consumer, and brand personality |
| Class 10 | (E) The self, personality, and lifestyles (E2) Lifestyles, values, psychographics |
| Class 11 | (F) Attitudes (F1) Formation and changes of attitudes |
| Class 12 | (F) Attitudes (F2) Tactics of persuasion |
| Class 13 | (G1) Mid-term exam Revision |
| Class 14 | (G2) Mid-term exam |
| Class 15 | (H) Decision making - I: Cognitive and heuristics (H1) Self-regulation, cognitive process |
| Class 16 | (H) Decision making - I: Cognitive and heuristics (H2) Habitual decision making, priming |

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| Class 17 | (I) Decision making - II: Situational effect (I1) Situational self-image, psychological time, total quality management ("genba") |
| Class 18 | (I) Decision making - II: Situational effect (I2) Field trip - Apply theories to observations: Short report (deadline week 12) |
| Class 19 | (J) Social/interpersonal influence (J1) Group Influences, families |
| Class 20 | (J) Social/interpersonal influence (J2) Word-of-mouth and social media |
| Class 21 | (K) Cultural influence (K1) Subcultures |
| Class 22 | (K) Cultural influence (K2) Cultural influences on consumer behaviour |
| Class 23 | (L) Income and social class (L1) Socio-economic status and consumer identity |
| Class 24 | (L) Income and social class (L2) Status symbols, social capital |

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| Class 25 | (M) Technology and consumer psychology (M1) Psychological shifts: Innovation optimism, consumer empowerment, faster way of thinking, symbol power, new ways of connecting |
| Class 26 | (M) Technology and consumer psychology (M2) Technological innovation in retail, branding and connecting with consumers |
| Class 27 | (N) Altruism and consumer behaviour (N1) Consumer ethnocentrism, cognitive moral development, prosocial behavior |
| Class 28 | (N) Altruism and consumer behaviour (N2) Case-study: domestic and foreign products |
| Class 29 | (01) Group Presentation |
| Class 30 | (02) Group Presentation |