

## Consumer Behaviour – Behavioural Fundamentals for Marketing and Management (MG103)

**Course duration:** 54 hours lecture and class time (Over three weeks)

**LSE Teaching Department:** Department of Management

**Lead Faculty:** Dr Heather Kappes

**Pre-requisites:** None

### Course Outline:

For many companies, non-profit organisations, and political figures, success relies on understanding the “consumers.” What is it that they really want, and why? What information will they attend to, and what will they ignore? How do they make decisions, why do they sometimes make bad ones, and how can we help them make better ones? It can be tempting to answer these questions intuitively, based on your own experiences as a consumer. However, intuitions about human psychology are often wrong.

The course will provide an introduction to the basic theories for understanding consumer behaviour. Different from traditional business management courses which often skim, we dig deeper into all the fundamental psychological theories so that you have a thorough understanding of the root theories on which many consumer insights are based. Using a variety of methods, we will cover fundamental research pertaining to all stages of the consumer experience—from (a) seeking and acquiring information, to (b) evaluating it and using it to form attitudes and make decisions, to (c) translating those attitudes and decisions into behaviour (or not), to (d) assessing past experiences and using the assessment to inform future behaviour. This course should be especially useful to people without extensive previous study of psychology.

By the end of the course, students will be able to:

- Describe the key components of the decision making process
- Illustrate the influences on how people acquire information, form attitudes, make choices, translate those choices into behaviour, and evaluate their experiences
- Predict what people will do in various situations, using major theories of behaviour
- Design research to test hypotheses about influences on consumer behavior

### Assessment:

Your mark in the course is based on the following components: 10% class participation, 30% essay, and 60% final exam.

There are also opportunities for formative assessment, where you will receive feedback that will help you with the summative assessments as well as with mastering the course material.

## Course text

The course text is Kardes, Cronley & Cline, **Consumer Behavior**, South Western College, 2015 (ISBN: 978-1-133-58767-5), which is available at the campus bookstore, Waterstones (for a discounted price) or for order online. Alternatively, you could use the earlier version, **Consumer Behavior: Science and Practice** (International edition), South Western College, 2010, which is available less expensively and is at the LSE Library. The text is a supplement to the lectures and content that is not covered in lecture will not be assessed on the exam.

The chapter(s) listed below are the *most* relevant for the corresponding lecture. However, content from these chapters will often appear in other lectures; not all content in the text will be covered in the lecture. These chapter numbers come from the 2015 edition of the textbook; if you are using an earlier edition, please refer to the title to find the appropriate chapter.

You will find a sample schedule below. Please note that although the course will follow this general format, the exact schedule or the order in which topics are presented may differ slightly.

Date	Class (Likely to be in the morning, but TBD)	Lecture (Likely to be in the afternoon, but TBD)	Reading
June 20		LECTURE 1 What is consumer behavior and how is it studied	Ch. 1: Understanding consumer behavior and consumer research
June 21	CLASS 1 Consumer Behavior Exercise	LECTURE 2 Marketing strategy informed by consumer behavior	Ch. 2: Consumer focused strategy—segmentation and positioning Ch. 3: Branding strategy and consumer behavior
June 22	CLASS 2 Field research on shopping behavior—part 1	LECTURE 3 Consumer perception	Ch. 4: Consumer perception
June 23	CLASS 3 Field research on shopping behavior—part 2	LECTURE 4 Learning & memory	Ch. 5: Learning and memory
June 24	CLASS 4 Field research on shopping behavior—presentations	LECTURE 5 Motivation - Self-determination theory - Regulatory focus theory	Ch. 7: Motivation and emotion
June 27	CLASS 5 Brand naming: Claiborne case study	LECTURE 6 Attitudes & persuasion - Elaboration likelihood model - Theory of planned behaviour/reasoned action	Ch. 8: Attitude and judgment formation and change Ch. 13: Social influence and behavioural compliance
June 28	CLASS 6 Designing persuasive advertising	LECTURE 7 Making decisions 1	Ch. 9: The consumer decision-making process Ch. 10: Product consideration, evaluation, and choice
June 29	CLASS 7 Field research: heuristics and judgments	LECTURE 8 Making decisions 2	Ch. 11: Behavioral decision theory
June 30	CLASS 8 Lab research: Visit the BRL	LECTURE 9 Personality	Ch. 12: Self-concept and personality

July 1	CLASS 9 Experiment design	LECTURE 10 Culture - Social comparison	Ch. 14: The influence of culture and values
July 4	CLASS 10 Concept videos 1	LECTURE 11 Translating decisions into action	Ch. 6: Automatic information processing
July 5	CLASS 11 Concept videos 2	LECTURE 12 Evaluating decisions and actions Course review	
July 6	CLASS 12 Mock exam & marking		
July 7			
July 8	Final exam: Time and location TBD by summer school office		

**Credit Transfer:** If you are hoping to earn credit by taking this course, please ensure that you confirm it is eligible for credit transfer well in advance of the start date. Please discuss this directly with your home institution or Study Abroad Advisor.

As a guide, our LSE Summer School courses are typically eligible for three credits within the US system and 7.5 ECTS in Europe. Different institutions and countries can, and will, vary. You will receive a digital transcript and a printed certificate following your successful completion of the course in order to make arrangements for transfer of credit.

If you have any queries, please direct them to [summer.school@lse.ac.uk](mailto:summer.school@lse.ac.uk)