



Aalto University
School of Business

A23C581 Consumer Behavior

Introductory lecture
21 January 2019

Introductory lecture

Course practicalities

Syllabus and course assignments

Forming teams for the group assignments



Aalto University
School of Business

Course practicalities

Course 'lecturer'

Alexei Gloukhovtsev (M.Sc.), doctoral candidate at the Department of Marketing. Research, consulting, and teaching at the department since 2012.

Research interests: consumer behavior and wellbeing, marketing & public policy, consumer ethics.

Teaching at Aalto: Consumer Behavior; Marketing Analytics; Master's Thesis Seminar.

Previously: Fashion Marketing; Consumer Behavior, Retail Experience, and Fashion

23C581 Consumer Behavior

Compulsory course as part specialization studies in Marketing at the BSc level

Optional course as part of minor studies in Marketing at BSc and MSc levels

A self-study and English language alternative to A23C580 Kuluttajan käyttäytyminen

Learning objectives

Upon completion of the course the student should...

...have a general understanding of the **psychological, social, and cultural processes** involved when **consumers, individuals or groups** select, purchase, use, and dispose of products, services, ideas, and experiences.

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...be able to analyze, evaluate, synthesize, and apply this knowledge so as to be able to **address managerial and marketing problems** related to consumer behavior.

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...know the basic **theories, ideas, concepts, and methods** in consumer research.

...be able to analyze, evaluate, synthesize, and apply this knowledge so as to be able to **address managerial and marketing problems** related to consumer behavior.

...understand the **ethical aspects** of consumer marketing.

Coursework and grading

6 ECTS credits = 160 hours of work

Introductory lecture: 2 hours

Exam: 3 hours

Independent work (reading, assignments, exam prep) = 155 hours

If you prefer a lecture-based course, consider taking A23C580 Kuluttajan käyttäytyminen instead.

Coursework and grading

Four individual assignments, 3 points each

Two group assignments, 4 points each

Final essay, 15 points

Final exam, 15 points

Max total: 50 points

Coursework and grading

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Final essay, 15 points

Final exam, 15 points

Max total: 50 points

Points	Grade
45 or more	5
40-44	4
35-39	3
30-34	2
25-29	1
Below 25	Fail

Course schedule

Week	Topic	Assignment	Deadline
Week 1	Consumer culture	Individual assignment 1	3.2.
Week 2	Perception, learning and memory	Individual assignment 2	3.2.
Week 3	Consumer microenvironment	Group assignment 1	10.2.
Week 4	Motivation, values, and lifestyle; The self	Individual assignment 3; Individual assignment 4	17.2.
Week 5	Attitudes and decision-making	Group assignment 2	24.2.
		Final essay Final exam	6.3. (17.4.)

Coursework and grading

Assignments will be uploaded on a rolling basis, two weeks before their respective deadlines.

Deadlines are strict and nonnegotiable!

In order to pass the course, you have to submit all of the assignments.

Assignments submitted after deadlines will not be graded.

Failure to submit an assignment on time more than once will lead to expulsion from the course.

Individual assignments

Based on book chapters and additional readings

For top marks, be sure to make use of the topics and literature given in the assignment, but add your own interpretation. Do not simply summarize the readings.

Reflect on the concepts and theories introduced in the course book and discuss how they relate to the topics and to your experiences.

Part of the grade will have to do with the document's presentation: please pay attention to text structure, format, and spelling.

Individual assignments

2-3 pages long // 1000 words minimum

Times new roman 12 pt

2.5 cm margins on all sides

Line spacing 1.0

Please include your name and students number on the first page.

Group assignments

Similar to individual assignments, with additional focus on **consumer research** methods.

Done in groups of 5 students.

10-15 pages in length.

Final paper – literature review

Choose one of the six course topics

Find five journal articles related to your topic. Review the articles and use examples from your own life to illustrate and debate key points.

Use one (or more) of the following journals: Journal of Marketing, Journal of Marketing Research, Journal of Consumer Psychology, Journal of Consumer Research, Journal of Public Policy & Marketing, Consumption, Markets and Culture, Journal of Consumer Affairs.

About 10 pages in length // minimum 5000 words

Must be submitted before you take the exam

Please cite your sources!

In text

“When required to choose a product in the store, consumers will tend to make a quick decision on on the spot, unless they already have well-defined, stable preferences that can be drawn upon when making the decision (Bettman, Luce, & Payne 1998).”

In reference list at end of text

Bettman, J. R., Luce, M. F., & Payne, J. W. (1998). Constructive consumer choice processes. *Journal of Consumer Research*, 25(3), 187-217.

Exam

The first exam will take place on **March 6th**, re-sit opportunity April 17th.

Three essay questions, 5 points each, based on the book only
Must score minimum of 2,5 points each to pass the course

A list of 20 possible exam questions will be made available on MyCourses two weeks before the exam.

You need to register for the exam a week in advance!

Course literature

Course text book:

Solomon, M.R., Bamossy G., Askegaard, S. and Hogg, M.K.: *Consumer Behaviour. A European Perspective*. Financial Times Press. Fourth edition or later.

Articles assigned by the teacher:

See MyCourses

MyCourses learning environment

If you have registered for the course, you should already have access to the course webpage in MyCourses

1. Go to mycourses.aalto.fi
2. Log in with your Aalto user name
3. A23C581 Consumer Behavior should be listed under “Courses”.

If you do not yet have an Aalto account, get one at password.aalto.fi.

Feedback on your work

All students will receive grades for their work. Students scoring under 2 points on individual assignments and 2,5 points on group assignments will receive detailed feedback and suggestions for improvement.

I will also be available to discuss your work or any other concerns relating to the course during **office hours**: Fridays between 1 and 2 pm at the department of Marketing, in the Arkadia building.

Contact info

Primarily through MyCourses

If there is any possibility that your question may be relevant to other students, post it on under 'General discussion' on MyCourses.

If your question is personal in nature, email me at alexei.gloukhovtsev@aalto.fi, or come see in person.



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**Any questions at
this point?**

Introduction to Consumer Behavior

What do we mean by Consumer Behavior?

Introduction to Consumer Behavior

Consumer behavior

“Individuals and groups acquiring, using, and disposing of products, services, ideas and experiences” (Arnould et al., 2002)

“The study of processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences and satisfy needs and desires” (Solomon et al., 2010)

Introduction to Consumer Behavior

Consumer behavior

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From buyer behavior to consumer behavior as a process:

Consumer as purchaser, user, influencer; groups or individuals

Perspectives on Consumer Behavior

Cultural

Culture

Subculture

Social class

Social

Reference groups

Family

Roles and status

Personal

Age and life cycle

Socio-economic status

Personality and self-concept

Psychological

Motivation

Perception

Learning

Beliefs and attitudes

Introduction to Consumer Behavior

Themes covered during the course:

1. Consumer culture
2. Perception, learning, and memory
3. Consumer microenvironment
4. Motivation, values, and lifestyles
5. The self
6. Attitudes and decision-making

Introduction to Consumer Behavior

Themes covered during the course:

1. **Consumer culture**
2. Perception, learning, and memory
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Consumer culture

What is culture?

Consumer culture

What is culture?

Frameworks for action and understanding that enable one to operate in a manner acceptable to other members.

Arnould et al., 2002, p. 142

The accumulation of shared meanings, rituals, norms and traditions among the members of an organization or society. It is what defines a human community.

Solomon et al. 2010, p. 506

What does culture consist of?

Values

Basic, general principles used to judge the desirability of end-states

Simply put: **What we, as a culture, consider important and worth striving for**

Beliefs

Mental acceptance of and conviction in the truth, actuality, or validity of something

Simply put: **what we, as a culture, consider to be “true”**

What does culture consist of?

Myths

Stories that express key values and beliefs of a society

Rituals

Many of the common consumer activities are ritualistic behaviors, e.g. grooming, gift-giving, holidays, rites of passage

What does culture consist of?



Individual assignment 1: Consumer culture



Introduction to Consumer Behavior

Themes covered during the course:

1. Consumer culture
2. Perception, learning, and memory
3. Consumer microenvironment
4. Motivation, values, and lifestyles
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Perception, learning, and memory

Perception

The process by which stimuli are selected, organized and interpreted; *what we add or take away from sensations, as we assign meaning to them*

Done through the **sensory system**, which is the part of the nervous system responsible for processing sensory information.

Common sensory systems: visual, auditory, somatosensory, olfactory, gustatory, vestibular...

Perception, learning, and memory

Learning

Dictionary definition:

1. The act, process, or experience of gaining knowledge or skill.
2. Knowledge or skill gained through schooling or study
3. (In psychology) Behavioral modification especially through experience or conditioning

Behavioral learning theories: e.g. classical and operant conditioning

Cognitive learning theories: e.g. modeling and reasoning

Perception, learning, and memory



Perception, learning, and memory

Memory

The process of acquiring information and storing it over time so that it will be available when needed (Solomon 1992)

The memory process involves **encoding**, **storing** and **retrieving information**.

Perception, learning, and memory

Picture in your mind a sneaker.

Which brand did you think of?



Individual assignment 2: Perception, learning, and memory



Introduction to Consumer Behavior

Themes covered during the course:

1. Consumer culture
2. Perception, learning, and memory
3. **Consumer microenvironment**
4. Motivation, values, and lifestyles
5. The self
6. Attitudes and decision-making

The consumer microenvironment

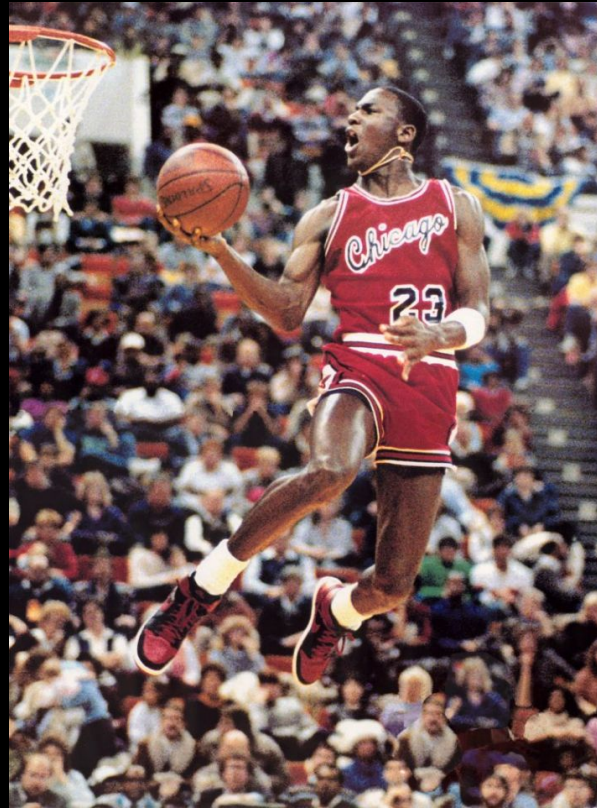
Reference group

An actual or imaginary individual or group which has a significant effect on an individual's evaluations, aspirations, or behaviors

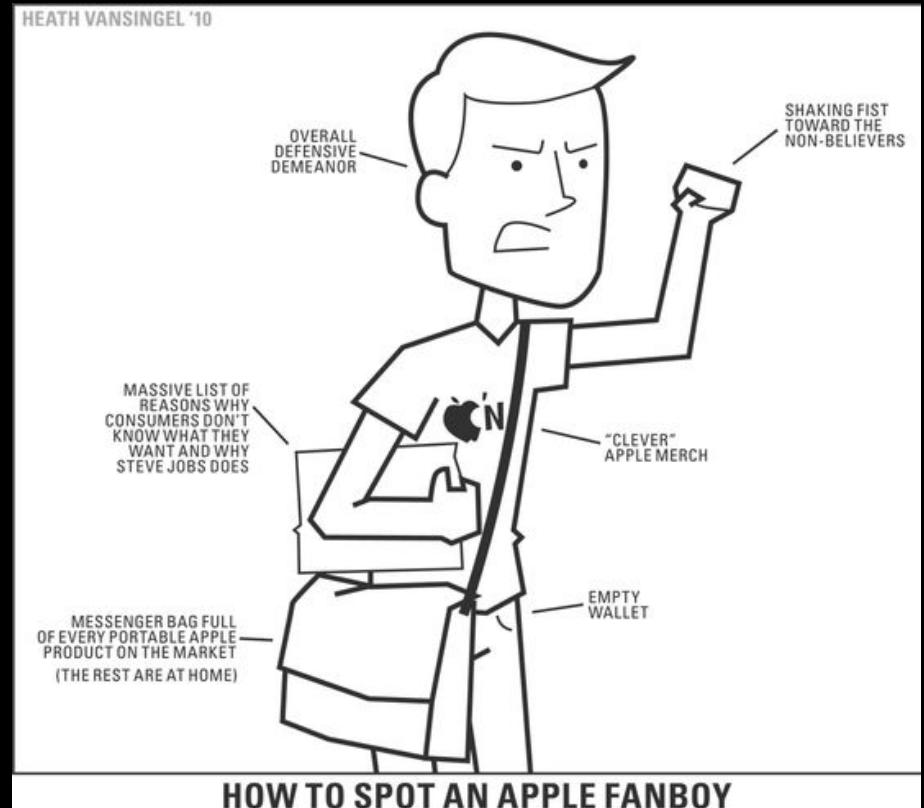
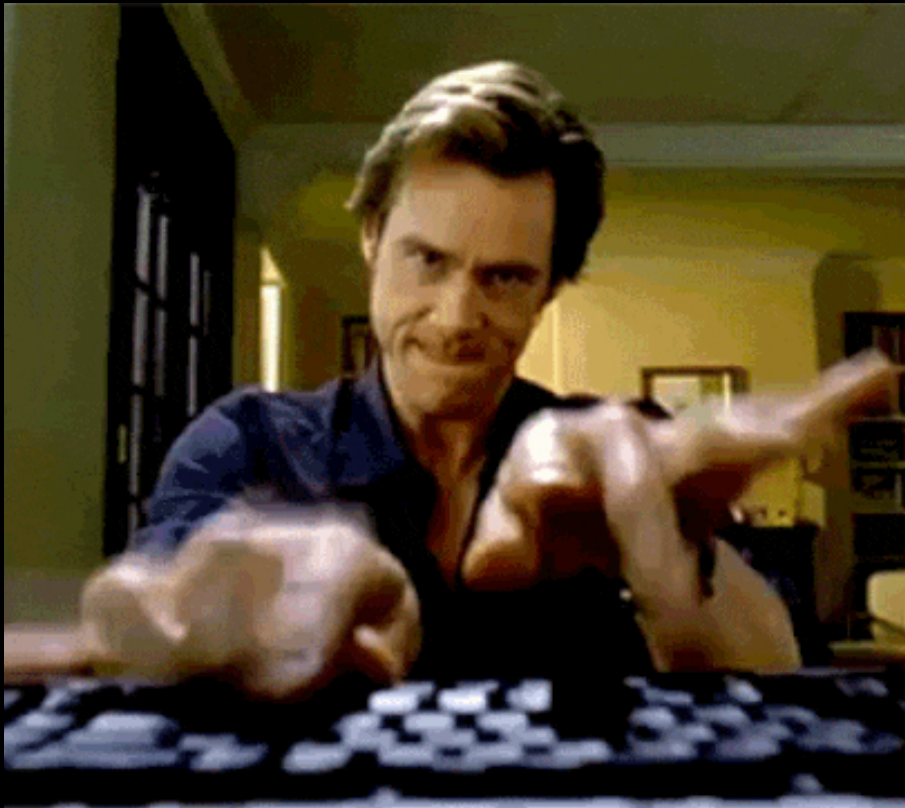
Opinion leaders

People who are (perceived to be) knowledgeable about products and whose opinions and advice is taken seriously by others

Reference groups and opinion leadership



Group assignment 1: The consumer microenvironment



Introduction to Consumer Behavior

Themes covered during the course:

1. Consumer culture
2. Perception, learning, and memory
3. Consumer microenvironment
4. **Motivation, values, and lifestyles**
5. The self
6. Attitudes and decision-making

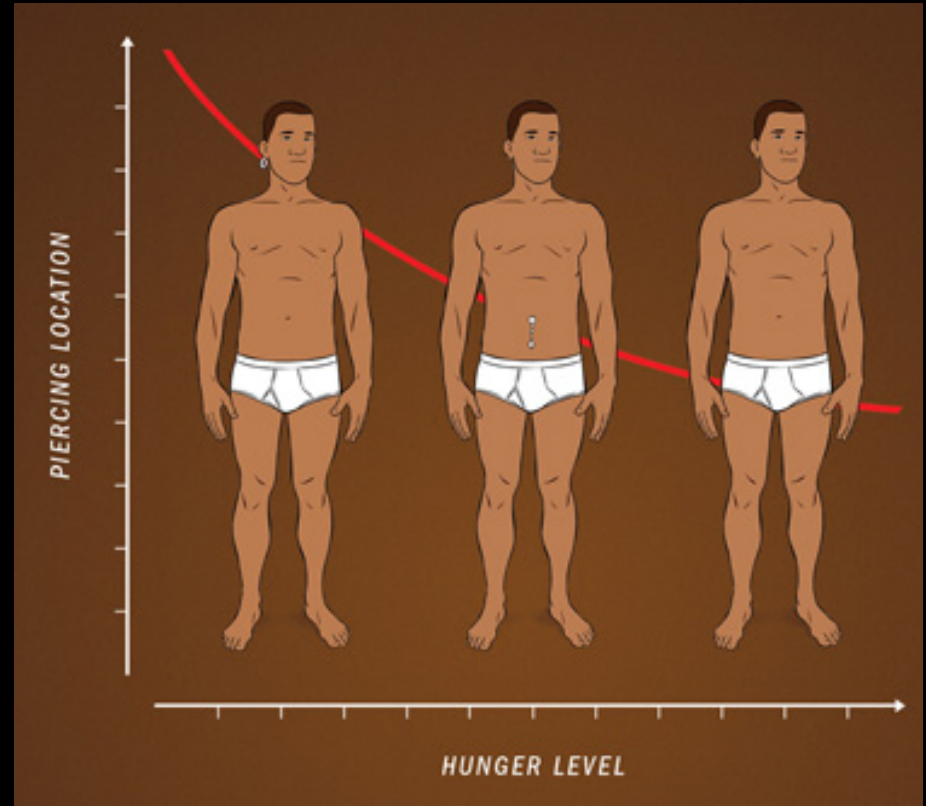
Motivation, values, and lifestyles

Motivation refers to the processes that cause people to behave as they do.

Motivation occurs when a **need** is aroused that the consumer wishes to satisfy.

Once a need has been activated, a state of tension exists that drives the consumer to attempt to eliminate or reduce the need.

“You’re not you when you’re hungry”



Motivation, values, and lifestyles

Involvement

The perceived relevance of an object based on a person's inherent needs, values, and interests.

You are involved when a product, product class or brand...

...is important to your **self image**

...is of **continual interest** to you

...entails significant **risks**

...has **emotional** appeal

...is identified with **group norms** or is **socially visible**

Levels of involvement



Individual assignment 3: Motivation, values, and lifestyles



Introduction to Consumer Behavior

Themes covered during the course:

1. Consumer culture
2. Perception, learning, and memory
3. Consumer microenvironment
4. Motivation, values, and lifestyles
5. **The self**
6. Attitudes and decision-making

The self

A person's self-concept is influenced by:

Content

What attributes do I have?

Physical features, personality traits, abilities, opinions, etc.

Positivity

How do I evaluate these attributes?

Self-esteem: the positivity of a person's self-concept

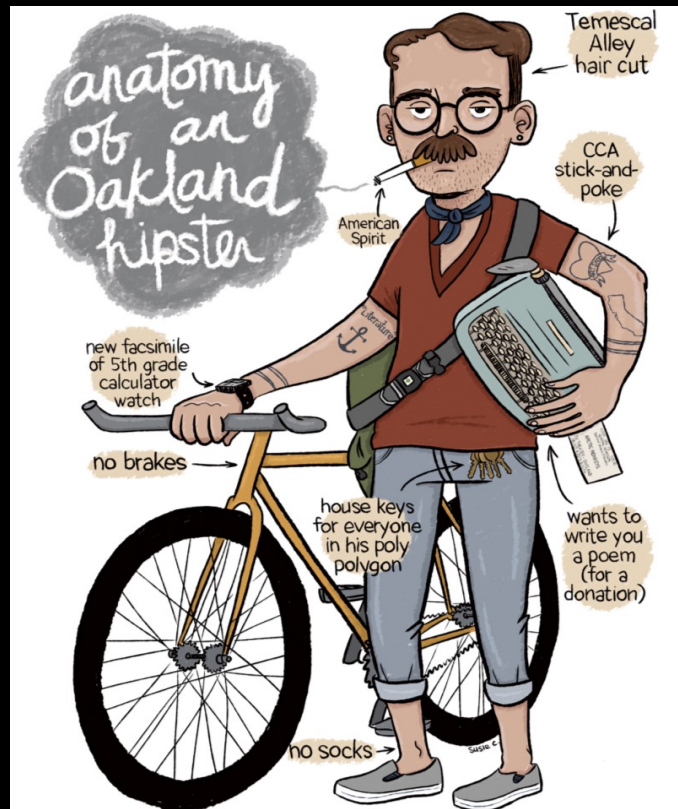
Accuracy: the self-concept is not necessarily accurate and can be distorted, especially w/r/t physical appearance

The self

The **extended self** refers to external objects that consumers consider to be a part of themselves.

Our self concept can have four levels:
Individual, family, community, group.

The extended self



Individual assignment 4: The self

ARE YOU MAN ENOUGH...

...TO BE A NURSE?

Want a **career** with **unlimited opportunities** that will challenge your **intelligence, courage** and **skill**, **be a nurse.** For information about the exciting possibilities in the nursing profession, including links to educational & financial resources, go to www.WorkforceCentralFlorida.com/PHC.

FCN Center for Nursing
Partners for a Healthy Community
WORKFORCE CENTRAL FLORIDA

Name	Professional Role	Interests/Hobbies
David Reithenberg, RN	Critical Care	Bass, Guitarist
Scott Grabowski, RN	Emergency Dept.	Healthcare, Fisherman
Jason Trowha	Future RN	Nursing Student, Surfer
Curtis Arnold, RN	Medical Oncology	Orlando Regional Healthcare, Distance Runner
Dan Mercado, RN	Cardiac Care Unit	Orlando Regional Healthcare, Basketball Guard
Madhar Najji, RN	Cardiovascular Intensive Care Unit	Florida Hospital, Soccer Forward
Mark Randels, RN	Emergency Room	Health Central, Rock Climber
Shagun Lugo, RN	Cardiac Observation Unit	Orlando Regional Healthcare, Scuba Diver
Brian Brooks, RN	Clinical Educator, Emergency Dept.	Florida Hospital, Golfer

Introduction to Consumer Behavior

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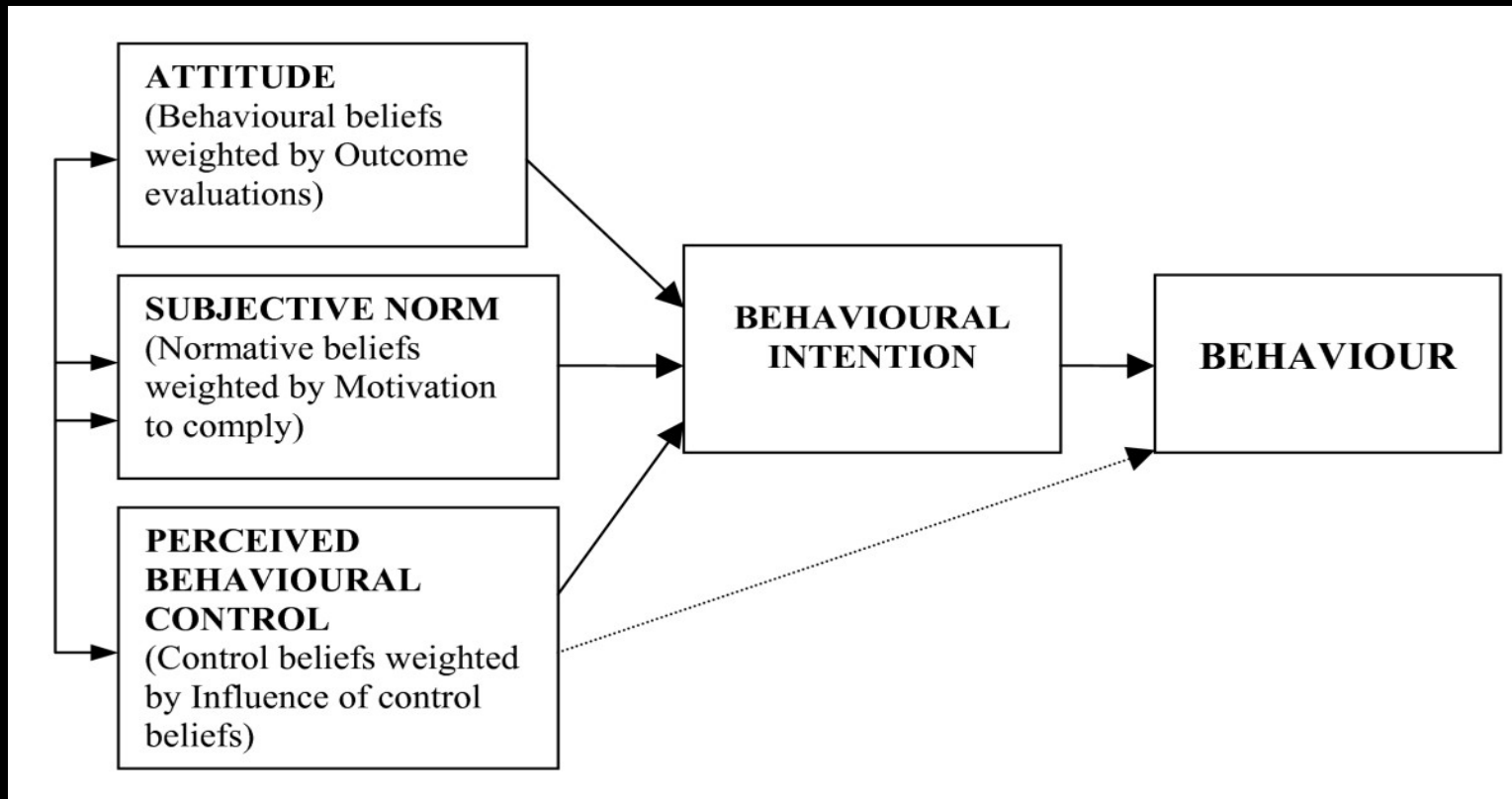
1. Consumer culture
2. Perception, learning, and memory
3. Consumer microenvironment
4. Motivation, values, and lifestyles
5. The self
6. **Attitudes and decision-making**

Attitudes and decision-making

An **attitude** is a predisposition to evaluate an object or product positively or negatively.

A relatively enduring organization of beliefs, feelings, and behavioral tendencies towards socially significant objects, groups, events or symbols” (Hogg & Vaughan 2005, p. 150)

Attitudes and decision-making



Attitudes and decision-making



Group assignment 2: Attitudes and decision-making



Course schedule

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Week 5	Attitudes and decision-making	Group assignment 2	24.2.
		Final essay Final exam	6.3. (17.4.)

Final essay assignment

Write a review of literature (5 academic articles) on one of the six course themes:

1. Consumer culture
2. Perception, learning, and memory
3. Consumer microenvironment
4. Motivation, values, and lifestyles
5. The self
6. Attitudes and decision-making



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**Questions about the
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Forming teams for the group assignments

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2. Post a list of group members on MyCourses under “General discussion”