

Course Code and Title	
MLI26C662 Comparative Consumer Behavior	6 cr
Learning Outcomes and Content	
<p>Learning outcomes for this course, upon successful completion, include the ability to: 1) understand the basic concepts and issues in consumer behavior, 2) recognize consumer issues as business problems and challenges in different markets, 3) learn how consumer behavior and marketing strategies influence each other, 4) understand how to make strategic recommendations based on consumer psychology and sociology, focusing on varying consumer segments, and 5) develop a deeper understanding of the role of culture in diverse parts of the world as it relates to consumer behavior.</p> <p>Content: In order to create successful and sustainable marketing strategies managers first need to understand the complex way in which people behave as consumers. There is a significant body of knowledge that draws on research into understanding what human behavior underlies the processes involved in consumer decision making and behavior. This course provides an exploration of the complex dynamics of consumer behavior in diverse cultures around the globe. It is designed to develop an understanding of the psychological, social, and cultural influences on consumer behavior. Theoretical perspectives are employed to predict consumer response to different marketing stimuli in various parts of the world.</p>	

Instructor Name and Profile
<p>Paurav Shukla Professor Shukla is a management educator, researcher, consultant and an entrepreneur based in the UK. He is the Professor of Marketing at the University of Southampton, UK. He possesses wide range of industry and academic experience from middle to senior level in healthcare and media industries. He has been delivering corporate training, teaching and consulting assignments for various organizations in the Europe, Asia and Africa. He has also been involved with academic institutions and corporate organizations including not for profit organizations in the capacity of advisor and board of directors. He has directly taught students representing more than 60 nationalities subjects including marketing research, introduction to marketing, strategic marketing and international marketing. He has been one of the pioneers in e-teaching methods using his website www.pauravshukla.com. He has published in international journals including, Journal of Business Research, Journal of World Business, Marketing Letters, International Marketing Review, Information & Management, Psychology & Marketing, Journal of Consumer Behavior, Advances in Consumer Research among others. He has contributed chapters to edited books, case studies and popular accounts of his work have appeared in the Sunday Times, the Guardian, BBC, Woman's Wear Daily (the fashion bible), Luxury Society, Business Week, National Post of Canada and LiveMint Wall Street Journal, among others. He has been involved as a guest editor for journals, conference chair, and track chair for prestigious conferences such as EMAC. He is also on the editorial and review boards of several renowned conferences and journals.</p>

Email Address
p.v.shukla@soton.ac.uk

Office Hours
Monday to Friday: 12noon to 1pm Finnish time

Required Reading
Babin, Berry and Harris, Eric (2021), CB9, Cengage (Note: Older editions from 6th edition onward is acceptable).

Course Schedule

Deduction due to an absence on the first day of the course: 5 points (on a 100-point scale) will be deducted from the student's final raw score before converting it to the final grade. If a student is absent on the first day due to illness, and provides the Manager of Academic Operations with a medical certificate, the 5-point deduction will be waived. The Manager of Academic Operations will then inform the instructor of the waived deduction.

Session # and Date	Topic/s	Assignment/s
Session 1: Sep 18, 2023	Introduction to CB & its role in decision making Chapter 1	
Session 2: Sep 19, 2023	Understanding value and CB models Chapter 2	Experiment on framing effects and decision making
Session 3: Sep 20, 2023	Culture and consumer behavior Chapter 9	Culture driven exercise
Session 4: Sep 21, 2023	Micro-cultures Chapter 10	Stereotypes exercise
Session 5: Sep 22, 2023	Learning and perception Chapter 3	Task: Group names and topics due & experiment discussion Darren Brown video discussion

Session 6: Sep 25, 2023	Comprehension and memory Chapter 4	BBC memory experiments discussion
Session 7: Sep 26, 2023	Motivation and emotion Chapter 5	Selective attentions test
Session 8: Sep 27, 2023		Exam #1 (9am to 12noon) The exam will be held online via Mycourses.
Session 9: Sep 28, 2023	Personality, lifestyles, self-concept & Attitude Chapter 6 & 7	Personality test and Impression management experiment
Session 10: Sep 29, 2023	Group & interpersonal influences Chapter 8	Social and personal consumption experiment (STTW)
Session 11: Oct 02, 2023	Situational influences Chapter 11	Conjunction fallacy experiment Videos on science of shopping
Session 12: Oct 03, 2023	Consumer decision making process Chapter 12 and 13	Task: Group meetings for experiment analysis Video: Berry Schwartz on the Paradox of Choice
Session 13: Oct 04, 2023		Task: Group meetings for experiment analysis
Session 14: Oct 05, 2023		Exam #2 (9am to 12noon) The exam will be held online via Mycourses.
Session 15: Oct 06, 2023		Group presentations You will also be submitting your presentation datasets and PowerPoint slides (if you have used them for the presentation).

Grading	
Course Requirements	Weighting (%) or maximum points
Exam 1 (Individual)	30%
Exam 2 (Individual)	40%

Presentation (Group)	20%
Participation	10%
Total	100
Conversion scale	Final grade (official scale)
90 - 100	5
80 - 89	4
70 - 79	3
60 - 69	2
50 - 59	1
0 - 49	0

ECTS STUDENT WORKLOAD

This course is a 6 ECTS unit course, following the ECTS (European Credit Transfer System) guidelines of Aalto University School of Business. The number of hours the average student is expected to work in the course is 160 (including in-class and out-of-class work).

Types of Hours	Number of Hours
Contact hours (on- and off-campus):	45
Out-of-class hours:	115 (Sum of fields below)
Work with course materials, eg required reading	45
Exam preparation	20
Individual research & writing	15
Team projects (meetings, research, preparation, etc.)	35
Other	
Total of all student workload (contact and out-of-class) hours:	160

ACADEMIC POLICY STATEMENTS

CODES OF CONDUCT

Academic excellence and high achievement levels are only possible in an environment where the highest standards of academic honesty and integrity are maintained. Students are expected to abide by the Aalto University Code of Academic Integrity, other relevant codes and regulations, as well as the canons of ethical conduct within the disciplines of business and management education.

In addition, the BScBA Program has strict exam regulations in force which must be followed in all test-taking situations.

TEXTBOOK POLICY

All required textbooks and other course materials are the responsibility of the student. It is the expectation of faculty that all students will have access to the textbooks and other reading material. If a student is not able to purchase his/her own copy of the textbook or

other required reading materials, it is nonetheless the student's responsibility to find a way to complete the reading for the course.

CLASS ATTENDANCE AND PARTICIPATION

Class attendance and participation are considered integral parts of teaching and learning at the BScBA program in Mikkeli. Therefore, regular class attendance is required of all students and attendance records are kept for each class. Students are also expected to be in class on time.

If the student participates in the final exam/assessment, it will be graded and counted towards the final grade.

The attendance policy of the BScBA program provides that:

- 1) **A maximum of three absences of any kind** is allowed for a 3-week, 6-credit course. Four or more absences will result in being dropped from the course.
- 2) Whenever taking an absence, **the student bears the risk of missing class**, and the consequences, which may include a lower participation grade, missing a graded activity, etc. It is up to the course instructor to decide whether or not a graded activity can be completed later.
- 3) **An absence on the first day of the course** will result in 5 points (on a 100-point scale) being deducted from the student's final raw score before converting it to the final grade. If a student is absent on the first day due to illness, and provides the Manager of Academic Operations with a medical certificate, the 5-point deduction will be waived. The Manager of Academic Operations will then inform the instructor of the waived deduction.
- 4) **A student getting to class after the session has started** will not be able to enter the classroom until the first break and will get an absence for the day.
- 5) It is expected that **students marked present for the day are in class the entire time**. Students leaving class early may be marked absent.
- 6) **The instructor may include class participation as a component of the grade**; up to 15% of the total points that can be earned toward the final grade.
- 7) **The instructor may identify up to three days of the course (in addition to the first day) as mandatory**, ie taking an absence on those days would have a direct impact on the course grade.

The instructor for the course will take attendance in classes. The decision to drop a student from a course will be made by the instructor, who will inform Mari Syväoja, Manager of Academic Operations: mari.syvaoja@aalto.fi.

Addition to the attendance policy of the BScBA Program, Mikkeli Campus:

- This addition concerns absences in addition to the normal maximum of three that would fall under a category called **Medical and Family Emergency cases**.
- Students who want to use this option to complete a course must fulfil these criteria:
 - The total absences of the student will exceed the normally allowed three absences due to a major medical problem or family emergency.
 - The student will be absent no more than 5 days; exceeding that number of days will result in dropping the course.
 - Documentation or a detailed explanation concerning the entire period of the emergency (such as a medical certificate) is provided to the Manager of Academic Operations.

- The case-by-case solution will be coordinated by the Manager of Academic Operations, who will deal with the documentation and discuss with the instructor to find a pedagogical solution enabling the student to continue in the course. In case the MAO is on leave, the student should contact the other study office staff.
- The solution must not cause a significant increase in the instructor's workload. The grading elements for the course may be reviewed, and additional assignments may be arranged if feasible. However, a shifting of grading proportions may occur. The course grade might be affected due to the student missing some in-class activities.

Additional Information

Exams

Exam 1 and 2 will consist of objective and essay questions over the readings assigned by the instructor. Exam 1 will consist of 30 objective questions and 2 essay questions. Exam 2 will consist of 40 multiple choice questions and 2 essay questions. Because of the discussion emphasis, we will not have time to cover all concepts presented in the reading materials. These concepts, however, may be the focus of questions on the exams. The intent is simply to encourage active reading and processing of information. Attendance is MANDATORY, and make-up exams will only be held if there are exceptional health/medical circumstances agreeable according to the University administrators.

Consumer behavior presentation

The presentation is intended to be fun and at the same time provide an opportunity to apply the theories learnt in the class. You will have to form groups of four or five students each. No two exchange students from the same school should be in the same group. There should be at least one non-Finnish student in each group. Each group presentation will be 15 minutes. Time limitations will be strictly enforced. You will need to divide this time among yourselves, and each member must present. You will be assessed as a group. Work cohesively as a significant proportion of your total marks is based on group work.

1. Each group can select one topic out of the below four or one they can find by reading experiments from Journal of Consumer Research or Journal of Consumer Psychology.

Topics:

- Effects of democratization on luxury purchase
 - Brand activism management
 - Envy in consumption
 - Status threat and consumption
- The group will be given a ready-made experiment with a coded data-table.
 - The group shall run the experiment where they are located or online and collect minimum 100 completed responses.
 - The group shall analyze the data and present the results of the experiment in their presentation.
 - The presentation and the dataset used for the presentation findings will have to be submitted to the instructor after the class.

The assessment criteria for the presentation include:

- Presentation structure and clarity
- Evidence of thinking and debate of the argument at an appropriate level especially relating to the topic and theory behind it

- c. Integration of specific theories learnt in the class with your findings
- d. Ability to analyze and interpret data and convert it into valid and reliable information

PARTICIPATION

Evaluation of your professionalism is based on my best judgment of your regular involvement. Participation is very important in this course as there are so many interesting experiments and exercises involved. Meaningful and frequent participation is rewarded: non-participants (just showing up for sessions) and "air time" (simply talking to monopolize time) are not. Good participation involves regular quality contributions. The types of behavior I think are important and look for include:

- Are the points you make relevant to the discussion? Are they linked to the comments of others?
- Do your comments show evidence of relevant issues and concepts?
- Do your comments add to our understanding of the concepts?
- Are you willing to interact with other class members and me?

PEER EVALUATION

At the end of the module, you may be evaluating the performance of each team member (including yourself) if there are discrepancies observed. If a team member does not participate in all activities equally, then his/her overall score will be reduced by at least 10%, if not more. Hence, it is of paramount importance to work together as a team.