

MARK 3324-003
BUYER BEHAVIOR
Fall 2013

Tuesdays & Thursdays 11:00am–12:20pm (COBA 253)

Instructor

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Course Prerequisite: MARK3321

Course Materials

- Required Textbook: *Consumer Behavior: Building Marketing Strategy*, 12e, Hawkins/Mothersbaugh/Best, ©2013, ISBN 978-0073530048.
- The information on additional required readings will be posted online through Blackboard.

Course Description

The consumer is the final recipient of all marketing activity. Whether developing an advertising campaign, designing a new product or implementing a promotional strategy, a marketer must have a clear understanding of the targeted consumer. The purpose of this course is to introduce students to some of the key conceptual and theoretical foundations relevant to the study of the consumer choice process. Throughout the course, a permeating goal will be to provide students with insights as to how these concepts and ideas ultimately translate into improved managerial and strategic decision making. Current issues will be explored during the course in conjunction with the appropriate theoretical concept. Issues will be examined from the viewpoints of both consumers and marketers.

Student Learning Outcomes

Upon successful completion of MARK 3324, students will be able to:

- Explain how consumer behavior is central to the concepts of segmentation, targeting, and positioning.
- Identify and explain the major sociological factors (e.g., cross-cultural variables, changing demographics in American society, social stratification, household structures, and peer groups) that may influence consumer behavior.
- Identify steps (stages) of the consumer behavior decision process.
- Identify and explain the major psychological factors (e.g., perceptions, emotion, attitudes, choice rules, and post purchase satisfaction) that may affect consumer behavior.

Course Communication

All course-related messages will be posted on Blackboard (<https://elearn.uta.edu/>). On Blackboard you will find the course syllabus, the written assignments, online readings, and other announcements. Students may contact the instructor via email, Blackboard, phone or in-person. When sending email, please put "[MARK3324-003]" in the subject heading to clearly identify the email as relating to the course. It will ensure your important email gets the instructor's prompt attention.

Please send your message from your UTA e-mail account. The University requires that all correspondence between faculty, staff and students originate from a University-assigned e-mail address. This policy is in place to protect your academic and personal information from unauthorized access.

Course Format

Class meetings will feature lectures, videos, in-class exercises, and discussion. Students are encouraged to ask questions and make comments pertinent to the subject. Lectures will complement the text. Current changes in marketing will also be discussed along with other information pertinent to the subject.

Evaluation and Grading

Your grade will be based on your performance in exams, quizzes, class participation, and assignments. There will be two major exams during the semester. Points will be awarded for exams, quizzes, class participation, assignments, and the project as described below. Late submission of assignments and the project may not be accepted.

Exam 1 (Ch01-09; 55 Qs)	110 pts. (22%)
Exam 2 (Ch10-18; 70 Qs)	140 pts. (28%)
Surprise Quizzes (5*14 pts.)	70 pts. (14%)
Term Project	110 pts. (22%)
Class participation	25 pts. (5%)
In-class Exercises	20 pts. (4%)
Take-home Assignments	25 pts. (5%)
Total	500 pts. (100%)

Grade Scale

A (450-500); **B** (400-449); **C** (350-399); **D** (300-349); **F** (0-299).

Surprise Quizzes (70 Points)

There will be 6 individually graded quizzes during the semester worth 14 points per quiz. These quizzes will cover material from the chapter in the textbook assigned as reading for the given day (as noted in the schedule). This means that each student is expected to review the assigned reading material before coming to class. Each student will be able to drop his or her one lowest quiz grades. *Note: There will be no make-ups for missed quizzes.* Please ALWAYS keep **Scantron** form and a #2 pencil handy for the classes.

Please also make sure to come to class **ON TIME**, as most quizzes will be given in the beginning of the class. If you come late, you will not get credits for any missed question.

Exams (250 Points)

Two non-cumulative exams (worth 110 and 140 points, respectively) will be given to test students' knowledge of course concepts. Text material not covered in lectures is fair game for exam questions. They may consist of multiple-choice, true-false, and essay questions covering the text and lecture material.

In-Class Exercises (20 Points):

These in-class exercises will **not** be announced in advance and cannot be made up if missed. These exercises will be used to help foster class discussion.

Take-home Assignments (25 Points):

Each student will be required to turn in 3 individual take-home assignments during the semester. The take-home assignments are described in more detail in the Blackboard. The Blackboard will release the instructions of each assignment 15 days prior to the due time. So, it is your responsibility to check the Blackboard during the 15-day window for the information regarding each take-home assignment.

Assignments must be typed using the WORD software, professionally presented, and uploaded to Blackboard. Handwritten assignments will not be accepted. Take-home assignments are due at the beginning of class on the days noted in the course schedule. Assignments turned in after the first 10 minutes of class will be assessed a 2-point penalty, and will not be accepted that are more than 30 minutes late.

Term Project (110 Points)

Projects will focus on your ability to demonstrate an understanding of consumer behavior concepts. Students are required to form groups of four (4) or five (5). Each group must submit their topic (with a brief justifications to explain why this project excites you and how you are going to do the project), and a group index card (a list of group members' names, student ID numbers and telephone numbers) **in Week 4.**

Teamwork is an integral part of success in today's business environment. Although each of us may have different working styles, it is imperative that we be able to function effectively in teams. Often team problems occur as a result of miscommunication and can usually be resolved within the team. If there is a problem, address the issue immediately with the entire team, clarify all work assignments and establish responsibilities and tight deadlines.

Each member is expected to participate equally in the project. Members are expected to be present and on time for meetings, to be productive during the sessions, communicate openly, understand each other's point of view, be respectful and responsible, share ideas with others, and so on. Please choose your groups carefully. In the event of interpersonal conflict within a group, decisions made by the majority of the group will be respected.

At the end of the term, students must complete a confidential **PEER GROUP EVALUATION** form. A student whose performance is significantly below the standards established by the group will have his/her grade adjusted accordingly at the discretion of the instructor.

Each member will be evaluated according to:

- i. availability/promptness for group meetings
- ii. level of cooperation and participation in group meetings
- iii. contribution to research, planning, and organization
- iv. contribution to the preparation of the written report

Groups are strongly encouraged to maintain a group log specifying attendance at meetings, work assigned and to whom, due dates, and completion dates. In the event of lack of participation by a member, the group may be asked to submit the log, prior to that student's grade being adjusted.

Class Responsibilities, Expectations, and Participation (25 Points)

- Regular attendance and promptness: Since concepts covered in class discussion are an integral part of this course, attendance is essential. Should you occasionally arrive late, please take the vacant seat closest to the door that you enter. If you must leave early on any day, I would appreciate it if you would mention it to me before class. If you then sit towards the door on that day, your leaving will be less of an interruption.
- Cell phones and pagers **MUST** be turned off or placed on vibration mode during the class.
- Timely and thorough preparation for class.
- Class participation in the form of observations, opinions and questions is an important component of the learning process. Participation grades will be based on the frequency and the quality of the student's contribution to class discussions. The dependency of your overall grade on class participation will be particularly high during case discussions. Grading of this component will be based on my perception of your performance in both voluntary and directed participation.

The classroom experience is an important component of the learning process for this course. In order to get to know you, you are required to complete the "student data sheet" by **Week 2** (a template will be provided in the first meeting).

Make-up Policy

There will be no make-up for surprise quizzes or in-class exercises. Missing a scheduled exam for an unexcused reason will result in that exam being counted as a zero. Make-up exams may be taken under

circumstances of illness/family death or emergency, and if the student contacts me **BEFORE** the scheduled exam. Students will only be allowed to take a makeup exam if they have written proof of why they could not take the exam.

Tentative Course Schedule

The following is a tentative schedule for the semester. The instructor reserves the right to make any changes necessary to this schedule, and will announce any necessary changes ahead of time. You are responsible for being aware of any changes that may occur. Absence is not a legitimate reason for being unaware of announced changes in class activities and dates for assignments and exams.

Week	Session	Topic	Text Chapters	Deadlines
1	8/22	Introduction	Syllabus	
2	8/27	Consumer Behavior and Marketing Strategy	Ch01	
	8/29	Culture	Ch02	
3	9/3	Culture (cont.) Values	Ch02 Ch03	
	9/5	Subculture	Ch05	
4	9/10	Demographics and Social Stratification	Ch04	<i>Group Index Card due¹</i>
	9/12	Family	Ch06	
5	9/17	Reference Groups	Ch07	
	9/19	Perception	Ch08	
6	9/24	Perception (cont.) Learning & Memory	Ch08 Ch09	
	9/26	No Class (Meeting with your group for the term project; I'll be at an international conference)	-----	
7	10/1	Learning & Memory (cont.)	Ch09	
	10/3	No Class (Meeting with your group for the term project; I'll be at an international conference)	-----	
8	10/8	EXAM 1	Ch01-09	
	10/10	<i>Feedback on Exam 1; Q&A for term project</i>	-----	
9	10/15	Motivation, Personality, Emotion	Ch10	<i>Take-home Assignment #1 due²</i>
	10/17	Motivation, Personality, Emotion (cont.)	Ch10	
10	10/22	Attitudes	Ch11	
	10/24	Self-concept & Lifestyle	Ch12	<i>Take-home Assignment #2 due²</i>
11	10/29	Situational Influences	Ch13	
	10/31	Problem Recognition	Ch14	
12	11/5	Search	Ch15	
	11/7	Search (cont.)	Ch15	
13	11/12	Alternative Evaluation	Ch16	<i>Take-home Assignment #3 due²</i>
	11/14	Outlet Selection	Ch17	
14	11/19	Outcomes	Ch18	
	11/21	Outcomes (cont.)	Ch18	<i>Written part of the term project due²</i>
15	11/26	Presentation of the term project	-----	<i>Posters due¹</i>
	11/28	No Class (Thanksgiving Holidays)	-----	
16	12/3	Presentation of the term project	-----	
17	TBA	EXAM 2	Ch10-18	

Note:

¹ These assignments need to be submitted in hardcopy (handwritten and/or computer typed is acceptable) to the instructor before the beginning of class on the due date.

² These assignments must be printed (computer generated) and uploaded to Blackboard before the due time (indicated on Blackboard).

TERM PROJECT

COMPOSING A BIOGRAPHY FOR A PRODUCT

Overview:

Products are not created in a vacuum – they are driven by the needs and wants (N&Ws) that cannot be fully satisfied by the existing offerings at a specific time. The emergence of the new N&Ws can be tied to macro-level factors of society (e.g., socio-cultural, legal, economic, political, and technological factors), and/or firm-level competitions at that time.

Your group's task is to prepare a **biography** of a product of your choice. Different from a traditional biography of a product that mainly presents “who invented what”, your job is to have a deep understanding about how the product has evolved over time as a result of satisfying the changing pattern of N&Ws of the target consumers. The focus should be on the following aspects:

1. A clear identification of the **key time periods (at least five)**, based on the unique N&Ws that the product has satisfied over its history.
2. **During each time period**, you need to establish the interconnection among the following elements:
 - the **unique N&Ws** satisfied by the product at that time
 - the **profile of a typical user** of the product at that time – The unique N&Ws are often associated with a specific target group. You need to depict the profile of a typical user for the product at that time, using such observable variables as demographics, geographics, etc.
 - the **characteristics of the product** (e.g., design, style, size, bottling, packaging, and other features) that were used to satisfy the N&Ws of the target consumers at that time.
 - the **communication strategies** or ads that were developed at that time to reach out the target consumers for the product.

To do a good job on this term project, you may need to go down to specific models of the product at each time period. In addition, you need to work with a variety of sources, including archival materials in the library, contacts with the product's creator or other representative, and interviews or surveys of people who have used or now use the product.

Information Sources: You may be surprised by the volume of information that is available for many topics, though you may have to do some "detective work" to locate them. The most promising sources:

Library Resources: Books (e.g., *Hoover's Handbook of American Business*), Popular magazines (e.g., *Glamour*, *Wired*, *People*), Academic journals (e.g., *Journal of Popular Culture*, *Dress*), and Trade publications (e.g., *Women's Wear Daily*, *Advertising Age*). You can often find good materials by doing on-line database searches. If you do not know how to do this, the Business librarians (or I) can help you.

Institutions: Most companies have corporate communications departments set up for this purpose. Call them and request an information kit. Sometimes companies also store other information (e.g., letters written to the company over a period of years). In some cases, information is also available from specialized museums or collections (e.g., the Coca-Cola Museum in Atlanta). Depending on your topic, you may find information in other places, such as antique shops, yard sales, stores, fan clubs, or people's personal collections.

Consumers: Some of your best insights will come from talking to people who have actually experienced the subject. Depending on your topic, You can conduct a survey or do a series of interviews to understand the N&Ws and target consumers. Be sure to describe what question you planned to answer through this

research, how you did the research (e.g., how you asked the questions, how you selected the respondents, how many people you interviewed, etc.), and what the key findings were.

It is important not to rely on one information source exclusively. The more sources you use, the richer the picture that will result. Remember to always document every source you consult, even if it is a conversation with a friend, businessperson or other expert informant.

Topic Selection:

Your first task as a group is to select a topic that excites you. I will help you if necessary, but my preference is for you to find something that you will enjoy learning more about. For the purposes of this assignment we will define a "product" very widely; virtually anything that has an existence of **more than 10 years** is fair game. Your topic can be:

A product category	Examples: cell-phone
A company	Examples: Disney World
An event	Examples: Christmas
A style	Examples: tattoo, body piercing

Note:

1. I would prefer that you choose to focus one product line, if a company has a variety of product lines.
2. It is better to choose a product that is not purely "utilitarian" (e.g., hamburger), so that you have more flexibility to describe the N&Ws. For example, the possible N&Ws for a car include prestige, reliability, safety, connectedness, masculinity, individualization, domination, gas-mileage, comfort, etc. Each of these N&Ws is associated with a particular group of target consumers and satisfied by specific product features.
3. I reserve the right to ask you to change a topic if I don't feel it's appropriate, or if I anticipate you will have trouble completing the assignment.

If possible, your group should choose a topic that allows you to locate adequate background information. Preferably, you should be able to locate one or more people who have experienced the topic. You will have until **Week 4** to form a group of four or five and select a topic. The topic will be based on "first-come, first-served" basis. If your favorite topic is chosen by another group, you would need to find another topic.

Written Paper

Each group needs to submit a written paper to Blackboard by **Week 15 (Nov. 21)**. Papers must be a minimum of 15 and a maximum of 20 double-spaced typewritten pages excluding exhibits, references and appendices. A minimum type size of 12 font must be used, Times New Roman or Arial are preferred. There should be a minimum of 1.00-inch margins on all sides. Deviations from specifications will result in grade deductions.

Please pay attention to the following issues:

1. Papers should represent a professional effort, in content, structure, and presentation.—The final paper should read like coming out of one person's hands, rather than a hodgepodge from group members.
2. Include a cover page, and ensure that each team member's name (including the communication student's), and student ID.
3. Divide the whole paper into at least five sections, and use the titles of these sections to form

“Table of Content”.

4. Strictly follow the chronological order to depict the product’s history and make sure the write-up does not contain redundant information.
5. Remember to describe the story from the perspective of “satisfying the N&Ws of the target consumers”. To do this, you need to minimize the description of “who invented what”. Rather, for each time period, you are encouraged to start with N&Ws (or the macro-level factors that facilitated the emergence of the new N&Ws) and the profile of target consumers, followed by how product features were used to satisfy the N&Ws, and what marketing communications (e.g., ads and events) were used to approach the target consumers.
6. Don’t forget page numbers.
7. Citations need to be inserted into the body of the text.
 - a. Use APA Citation Style to create a reference list and to also cite in text.
 - b. http://www.library.cornell.edu/newhelp/res_strategy/citing/apa.html#text
8. ***Excessive Quotations or Plagiarism***: Severe penalties will be applied in these cases.

Poster

Every group will also summarize what it learned in a poster so that other class members can see what you did. We will have a Poster Fair on **Nov. 26** and **Dec. 3** (the agenda will be posted to Blackboard in Week 15). On each day, half of the groups will present their work. This means that group members should be prepared to answer questions from other students and myself about their project. All group members must be in attendance during the poster fair.

When your group is not presenting, you will be assigned another project to evaluate. You will have twenty minutes to look at the group’s poster, think about the topic and ask questions of the group’s members. You can also consult your class notes during this time. You will then have twenty minutes to write an in-class critique of the project.

All poster materials must fit on a 22x28 inch poster board (standard size) that you can purchase at the University Bookstore or other retail stores (Office Max, Office Depot, Kinko, Staples). You CANNOT go beyond the standard size (i.e. double up boards, etc.) You can present your findings in any way you wish that communicates the character of your topic. A rule-of-thumb is that the poster can “speak for itself” and does not need lots of wordings. Your poster should include information about the following areas:

1. A clear identification of the **key time periods**, based on the unique needs and wants (N&Ws) that the product has satisfied over its history.
2. During each time period, you need to use pictures to show the following aspects:
 - the **unique N&Ws** satisfied by the focal product – The unique N&Ws are often associated with a specific target group. You may need to use pictures of typical users to reflect these N&Ws.
 - the **characteristics of the product**, including design, style, features, etc., that were used to satisfy the N&Ws.
 - the **ads** developed to reach out the target consumers.
3. Supplementary information
 - Background and Historical Overview – Try to integrate them with the N&Ws of the target group
 - Class Concepts
 - References – four references minimum; at least two not online. You can place these on the back of your poster. You cannot include class readings as one of the four references or surveys/interviews.

UNIVERSITY POLICIES AND PROCEDURES

Americans With Disabilities Act

The University of Texas at Arlington is on record as being committed to both the spirit and letter of federal equal opportunity legislation; reference Public Law 93112--The Rehabilitation Act of 1973 as amended. With the passage of new federal legislation entitled Americans with Disabilities Act--(ADA), pursuant to section 504 of The Rehabilitation Act, there is renewed focus on providing this population with the same opportunities enjoyed by all citizens.

As a faculty member, I am required by law to provide "reasonable accommodation" to students with disabilities, so as not to discriminate on the basis of that disability. Your responsibility is to inform me of the disability at the beginning of the semester and provide me with documentation authorizing the specific accommodation. Student services at UTA include the Office for Students with Disabilities (located in the lower level of the University Center) which is responsible for verifying and implementing accommodations to ensure equal opportunity in all programs and activities.

Academic Honesty

Academic dishonesty is a completely unacceptable mode of conduct and will not be tolerated in any form at The University of Texas at Arlington. All persons involved in academic dishonesty will be disciplined in accordance with University regulations and procedures. Discipline may include suspension or expulsion from the University.

"Academic dishonesty includes, but is not limited to, cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts." (Regents' Rules and Regulations, Part One, Chapter VI, Section 3, Subsection 3.2, Subdivision 3.22).

Drop Policy

It is the student's responsibility to complete the course or withdraw from the course in accordance with University Regulations. **Students will not be dropped by the instructor for non-attendance.** Students are strongly encouraged to verify their grade status before dropping a course after the first withdrawal date. A student who drops a course after the first withdrawal date may receive an "F" in the course if the student is failing at the time the course is dropped. Please refer to the Undergraduate and Graduate catalogs and the Schedule of Classes for specific university policies and dates.

Policy on Nonpayment Cancellations

Students who have not paid by the census date and are dropped for non-payment cannot receive a grade for the course in any circumstances. Therefore, a student dropped for non-payment who continues to attend the course will not receive a grade for the course. Emergency loans are available to help students pay tuition and fees. Students can apply for emergency loans by going to the Emergency Tuition Loan Distribution Center at E. H. Hereford University Center.

COBA Policy on Bomb Threats

Section 22.07 of the Texas Criminal Law states that a Class A misdemeanor is punishable by (1) a fine not to exceed \$4,000, (2) a jail term of not more than one year, or (3) both such a fine and confinement. If anyone is tempted to call in a bomb threat, be aware that UTA has the technology to trace phone calls. Every effort will be made to avoid cancellation of presentation/ tests caused by bomb threats to the Business Building. Unannounced alternate sites will be available for these classes. If a student who has a class with a scheduled test or presentation arrives and the building has been closed due to a bomb threat,

the student should immediately check for the alternate class site notice which will be posted on/near the main doors on the south side of the Business building. If the bomb threat is received while class is in session, your instructor will ask you to leave the building and reconvene at another location. ***Students who provide information leading to the successful prosecution of anyone making a bomb threat will receive one semester's free parking in the Maverick Garage across from the Business Building.*** UTA's Crimestoppers may provide a reward to anyone providing information leading to an arrest. To make an anonymous report, call 817-272-5245.

COBA Policy on Food/Drink in Classrooms

College policy prohibits food and/or drinks in classrooms and labs. Anyone bringing food and/or drinks into a classroom or lab will be required to remove such items, as directed by class instructor or lab supervisor.