

Consumer Behavior

Institute of Service Science, National Tsing Hua University
Spring Semester, 2024

Please note that this is a tentative version of the course design

COURSE INFORMATION

MEETING TIME Tuesday 9:00 am to 12 pm

LOCATION CTM (TSMC) ROOM 430

INSTRUCTOR

Chen-Ya Wang (王貞雅) Office: 855 TSMC Building
E-Mail: cywang@iss.nthu.edu.tw
Office hours : By appointment
Teaching Assistant:

COURSE DESCRIPTION

This course provides an overview of research methods and theories in consumer behavior. The topics covered in this seminar should interest graduate students studying Marketing, Management, Psychology, etc. Please note that this is a research-focused course. Students will be exposed to various consumer research topics and be equipped with abilities to conceptualize, design and implement original consumer behavior research, particularly experimental research.

COURSE OBJECTIVES

By completing this course and its requirements, students are expected to:

1. Recognize the foundations of consumer behavior and relate the various theories to consumer behavior.
2. Define their research question in various domains of consumer behavior and develop an actionable experimental design.

LEARNING METHODS

This course is based on a combination of lectures, classroom discussions, and research projects.

MATERIALS

Students will be required to read and analyze research articles from top journals in marketing and psychology, such as the Journal of Consumer Research, Journal of Marketing, Journal of Marketing Research, Journal of Personality and Social Psychology and Journal of Applied Psychology.

Reading materials will be assigned each week. Please see the reading list on EEclass.

STUDENT LEARNING ASSESSMENT

Class Participation (incl. in-class quizzes, activities and discussions of articles/cases)	30%
Team Article Presentation	20%
Mid-term exam	15%
Project Presentation	10%
Project Paper (including peer evaluation)	25%

Final project

Each student or a group of two will come up with one research idea related to consumer behavior. After that, they need to write a research paper that includes the proposed experimental design. Alternatively, you can replicate an experiment from the previous studies.

CLASS SCHEDULE

*** This course schedule may be subject to change.**

Week	Dates	Topic	Reading articles
<u>1</u>		Course Introduction	
<u>2</u>		Consumer Research	
<u>3</u>		Perception	
<u>4</u>		Knowledge and Learning	
<u>5</u>		Memory and Experience	
<u>6</u>		Motivation	
<u>7</u>		Affect	
<u>8</u>		Midterm Exam	
<u>9</u>		Self and Identify	
<u>10</u>		Personality and Values	
<u>11</u>		Attitudes	
<u>12</u>		Decision Making	
<u>13</u>		Post Purchase Process	
<u>14</u>		Special Topic	
<u>15</u>		Project Presentation	
<u>16</u>		Project Presentation	