

## SEMESTER AT SEA COURSE SYLLABUS

**Voyage: Spring 2014**

**Discipline: Commerce**

**SEMS 3500-107: Consumer Behavior**

**Division: Upper**

**Faculty Name: Dr. Marye Tharp**

**Pre-requisites:** Introductory Marketing Course

**COURSE DESCRIPTION:** In this class you will learn about how perception and sensory marketing, learning, memory, motivation, emotions, attitudes, lifestyle, personality, values, groups, and culture all influence consumer behavior. This course is based on disciplines such as psychology, sociology, social psychology, and anthropology. Many fascinating topics are explored in this course including positive examples of consumer behavior such as transformative consumer research, green marketing (Toyota Prius), social marketing (e.g. reducing HIV transmission in Africa), and consumer activism (Greenpeace International), as well as negative types of consumer misbehavior such as consumer terrorism, addictive consumption, consumed consumers (sex-trafficking and selling babies), compulsive consumption and other illegal activities such as consumer theft and anticonsumption.

Consistent with our educational voyage, we will focus on voyage-relevant cases of consumer behavior in the Asian and African countries we will visit, as well as talk about the movement toward a global consumer culture in which billions of people are united internationally by their consumption of common branded consumer products (McDonald's, Louis Vuitton) entertainment figures (e.g. superstars, supermodels, pop stars, and sports legends), and leisure activities (travel, watching movies, surfing the Net). We will also learn about positive country of origin (COO) effects such as Chinese silks and Japanese electronics, and negative Country of Origin effects such as African "blood diamonds" and how these can be changed. By the end of this course you will all be more aware consumers and will never look at consumption in the same way. Throughout our voyage you will have the unique opportunity to not only observe your own consumption behaviors but to be an ethnographic or participant observer of the consumption behaviors of a wide range of culturally diverse people you will encounter in the countries that we visit while traveling around the world.

## **COURSE OBJECTIVES:**

1. Evaluate the influence of culture and subculture on consumer consumption preferences.
2. Develop ethnographic research skills by collecting and analyzing qualitative data pertaining to consumer behavior.
3. Apply concepts learned in class to analyze buyer behavior in different settings/cultures and in marketing campaigns.
4. Hone presentation and written skills.
5. Relate internal dynamics such as personality and motivation to the choices consumers make.
6. Relate group dynamics and the relative influence of various group members to the choices made by groups of people.
7. Apply the individual/group decision making approaches and stages used by consumers.
8. Understand the strategic role of segmentation and customer satisfaction, as well as the importance of consumer research.
9. Identify individual, group, and cultural influences on consumer choices.
10. Appreciate consumer diversity – including differences in consumption across our ports of call.

## **REQUIRED TEXTBOOK:**

**AUTHOR:** Solomon, M.R.

**TITLE:** Consumer Behavior: Buying, Having and Being

**PUBLISHER:** Pearson Education, Inc.[,publishing as Brady/ Prentice Hall/ Addison-Wesley.]

**ISBN 13:** 978-0-13-267209-2 ; **ISBN 10:**0-13-267184-0

**DATE/EDITION:** 2013/10<sup>th</sup> Edition

**REQUIRED READING MATERIALS:** Harvard Business School readings and cases. These materials can be purchased online. You will have to create a login at the Harvard site, and then you can purchase and download the cases/readings.

### **Harvard Business Cases/Readings:**

- XYLYS: Exploring Consumer Perception about Premium Watches in the Indian Context (15 pgs.)
- Brand in the hand: A Cross-market Investigation of Consumer Acceptance of Mobile Marketing (China-9 pgs.)
- The Globe: Cracking the Next Growth Market: Africa
- Danimal in South Africa: Innovation at the Bottom of the Pyramid (15 pgs.)
- The Saffola Journey, (Repositioning of one of India’s Leading Cooking Oils) (12 pgs.)
- Himalya Herbal Toothpaste: Category & Brand Involvement in an Emerging Market (India)
- Louis Vuitton in Japan (20 pgs.)
- Increasing the ROI of Social Media Marketing- Hokey Pokey Ice Cream Creations-(India)-(7 pgs.)

## **GRADING**

Exams (3@ 10%)	.30
Field Lab Reflection Paper	.20
Participation & Quizzes	.20
International Ritual Consumption Project	.10
Country Profile/Ethnographic Project	.10

A	92.5-100	C	72.5-76.4
A-	89.5-92.4	C-	69.5-72.4
B+	86.5-89.4	D+	66.5-69.4
B	82.5-86.4	D	62.5-66.4
B-	79.5-82.4	D-	59.5-62.4
C+	76.5-89.4	F	0-59.4

**EXAMS:** (30%) Questions will be based on material covered in any aspect of class (e. g. reading assignments, class lectures, exercises, cases, and videos). The format of the final exam will be multiple-choice questions. A detailed study guide will be provided. **Please remember the University's Honor Code (see below)! Cheating is not fair to other students and is not worth the consequences!**

**PARTICIPATION & QUIZZES:** (20%) In order to earn participation points, you must be present in class and get involved. Most days there will be some combination of in-class discussion, cases and/or exercises (often in small groups) related to the book material. Hopefully the exercises will be interesting and fun and help you to better understand the concepts from the book. Articulating your opinions and ideas and sharing relevant examples based on your experiences will enhance the learning experience for everyone and deepen your understanding of the material.

Professional behavior is expected at all times. Please be on time, try to maintain a positive attitude, and respect your professor and other students. In general, if you regularly come to class prepared to contribute, you will receive better participation scores and this can improve your overall class grade. You are expected to be in class. If you must miss class, it is your responsibility to make arrangements with another student to find out what material, schedule changes, etc. you missed. You are expected to spend the entire period in class in order to get make the most of your learning experience and to avoid disruptions to your colleagues.

There will be announced reading quizzes throughout the semester. Questions will be based on the assigned text and Harvard Business readings for that day. The format of the quizzes will be multiple-choice questions.

**FIELD LAB Reflection Paper:** (20%) After completing the 8-hour field lab experience as a class, you will then write and turn in a reflection paper detailing what you learned and how it relates to the Consumer Behavior topics we cover in class. Additional instructions will be given in class before the field lab. The field lab will take place on February 13th in Macau (accessed from Hong Kong). Attendance is mandatory. We will visit a resort and casino in Macau. There are ferries every 15 minutes starting at 7am until 23:59. "Gaming revenue in Macau this year probably will exceed \$20 billion, which is a little over three times the size of Las Vegas". The Sands Resort in Macau does an amazing job of analyzing consumer behavior and international marketing. They're American owned and do a good job of expressing the cross-cultural differences between the U.S. and the diverse (primarily Asian) clientele of Macau. Like Hong Kong, it's a special administrative region of China, but it's very easy to get in and out, and the Portuguese influence makes it a particularly interesting place to visit. Two University of Macau professors (one a former USF Business Professor) will give an interesting additional perspective. The typed reflection paper should be approximately 4-6 pages, single-spaced which is about 3,200-4,800 words (10-12 point font, one-inch margins).

**INTERNATIONAL RITUAL CONSUMPTION PROJECT:** (10%) Each group selects a culturally important rite of passage ritual or holiday ritual (e.g., wedding celebration, funeral, baptism, Christmas, Valentine's Day, Chinese New Year, Buddhist New Year, Independence Day, festival) and describes how the event is celebrated and handled in the culture of choice. If the holiday is also celebrated in the U.S., then include a consumption comparison of the two events and why the differences in consumption exist (individual, cultural, economic, etc.). Please include examples and descriptions of the behaviors you identify. Include value frameworks such as Rokeach and Hofstede in your report. Groups (3 or 4 students) will also conduct experiential interviews with members of the culture to delve into the psychological aspects of the selected ritual. More details on this project will be given in class. The typed paper should be approximately 4-6 pages, single-spaced which is about 3,200-4,800 words (10-12 point font, one-inch margins). To persuade group members to participate as opposed to social-loaf or free-ride, peer evaluations will be considered when assigning grades. In order to count, peer evaluations will need to be turned in on the day the group assignment is due! Peer evaluations are confidential in that nobody will see the evaluations except for me. However, students will probably be aware that somebody downgraded them. Presentations will be at the end of the semester and last approximately 15 minutes.

**COUNTRY PROFILE AND ETHNOGRAPHIC STUDY:** (10%)

- **Country Profile:** Groups of 3 or 4 students are formed and assigned to 2 different scheduled ports. During the class right before arriving in a port, a group will present the findings from their written report based on research on the consumer market characteristics of the country. The typed paper should be approximately 2-3 pages, single-spaced which is about 1,600-2,400 words (10-12 point font, one-inch margins).
- **Ethnographic Study:** A second group records and interprets ethnographic observations of individuals' behaviors in a natural consumer behavior setting (e.g. market, mall, street vendors, fast-food restaurant, tourist site, recreation event (soccer, boxing, etc.)). Ethnographic research is qualitative research that explores cultural phenomena by looking at the social meanings of ordinary activities by observing people (informants) in naturally occurring settings. Analyses of these observations are interpreted utilizing themes that answer the question: "What's going on in this setting?" The results are written up and reported in the class right after leaving the port. The typed paper should be approximately 2-3 pages, single-spaced which is about 1,600-2,400 words (10-12 point font, one-inch margins). To persuade group members to participate as opposed to social-loaf or free-ride, peer evaluations will be considered when assigning grades. In order to count, peer evaluations will need to be turned in on the day the group assignment is due! Peer evaluations are confidential in that nobody will see the evaluations except for me. However, students will probably be aware that somebody downgraded them.
- Then the class will compare the two presentations and discuss the similarities and differences.

**CONSUMPTION JOURNAL:** (10%) In CB, it is important to have a good understanding of how consumers search for, purchase, and use products and services. This consumption journal field assignment allows you to observe and record your consumption habits and to explore the social and psychological factors which may be influencing your purchase decisions. Examples of this assignment will be provided in class. The consumption journal has 3 parts.

1. Maintain a personal consumption journal at one port we visit. Describe the products/services you purchased, where you purchased them, why you purchased them, the costs, and your feelings that were associated with the purchase. Include a minimum of five purchases in your journal.
2. Focus on 1 product or service that you purchased in one of the two ports you used for the consumption assignment. Then list the advertisements you observed for this product. Collect/Record newspaper, magazines, brochures, flyers, or take pictures of displays, store fronts, billboards, etc. that attracted you to make the purchases. Next, analyze each ad as follows:
  - a) Identify between 4-6 consumer concepts used in the advertisement.
  - b) Identify and explain the demographic and psychographic segments to which the ad was targeted.
  - c) Explain whether or not you fit into the identified target market.
3. Create a list of ten products/services, which you own and/or regularly use. Select only those products and services, which best portrayed your personality, values, and lifestyle. The list should contain detailed information, such as brands, sizes, colors, and/or models of the products and services.

## **HONOR CODE**

Semester at Sea students enroll in an academic program administered by the University of Virginia, and thus bind themselves to the University's honor code. The code prohibits all acts of lying, cheating, and stealing. Please consult the Voyager's Handbook for further explanation of what constitutes an honor offense.

Each written assignment for this course must be pledged by the student as follows: "On my honor as a student, I pledge that I have neither given nor received aid on this assignment." The pledge must be signed, or, in the case of an electronic file, signed "[signed]."

## COURSE OUTLINE

\*Outline and Itinerary are subject to change.

	<b>Topic</b>	<b>Reading Due</b>
A1- January 16:	Class Introduction	
A2- January 18:	Buying, Having, Being	Ch. 1, pp. 4-35 Case: UNICEF Wages Guerrilla Warfare, p. 38
<b>January 20-21:</b>	<b>Hilo, Hawaii</b>	
A3- January 22:	Motivation & Global Values	Ch. 4, pp. 116-157 Case: Is Beauty More than Skin Deep?, pp. 158-159
A4- January 24:	Motivation & Global Values	Ch. 4, pp. 116-157
A5- January 28:	Culture	Ch. 14, pp. 524-568 Case: Slumdog: Fad or Fashion? (India) p. 570
A6- January 30:	Culture Consumption Journal Due	Ch. 14, pp. 524-568 Case: Danimal in South Africa: Innovation at the Bottom of the Pyramid. HBR
<b>February 1-5:</b>	<b>Yokohama, Transit, Kobe, Japan</b>	
A7- February 6:	Perception Country Profiles Due Country Profile-China Presentation	Ch. 2, pp. 43-76 Case: Subway Advertising, p 78
<b>February 8-13:</b>	<b>Shanghai, Transit, Hong Kong, China</b>	
A8- February 14:	Perception Ethnographic-China Presentation Country Profile-Viet. Presentation	Ch. 2, pp. 43-76 Case: XYLYS: Exploring Consumer Perception About Premium Watches in the Indian Context, HBR
<b>A9- February 16:</b>	<b>EXAM 1 (Chapters 1, 2, 4, 14)</b>	
<b>February 17-22:</b>	<b>Ho Chi Minh City, Vietnam</b>	
A10- February 24:	Learning & Memory Ethnographic Viet. Presentation Country Profile-Sing. Presentation	Ch. 3, pp. 82-110 Case: Avatars Dream about Virtual Shopping? p. 112
<b>February 25-26:</b>	<b>Singapore</b>	
A11- February 28:	The Self Ethnographic Sing. Presentation	Ch. 5, pp. 164-204 Case: Riding the Plus-Size Wave, pp. 206-207

Country Profile-Myan. Presentation Case: McDonald's & Obesity (U.S., Asia, Europe)

**March 2-6: Rangoon, Burma (Myanmar)**

A12- March 7: Personality & Psychographics Ch. 6, pp. 212-241  
Consumption Journal Due Case: Zipcar Creates a Rental Car Culture, pp. 243  
Ethnographic-Myan. Presentation Case: The Saffola Journey, (Repositioning of one of India's Leading Cooking Oils), HBR

A13- March 10: Attitudes & Persuasion Ch. 7, pp. 248-284  
Country Profile-India Presentation Case: Domino's Dilemma, p. 288  
Case: Himalaya Herbal Toothpaste: Category & Brand Involvement in an Emerging Market (India), HBR

**March 11-16: Cochin, India**

A14- March 18: Decision Making Ch. 8, pp. 294-328  
Ethnographic-India Presentation Case: Mac vs. PC, pp. 330-331  
Case: Marketing Microwave Ovens to a New Market Segment (India)

**A15- March 21: EXAM 2 (Chapters 3, 5, 6, 7, 8)**

**March 23: Port Louis, Mauritius**

A16- March 24: Buying & Disposing Ch. 9, pp. 334-360  
Case: Giving & Receiving on Freecycle.org, p. 363  
Case: Brand in the hand: A Cross-Market Investigation of Consumer Acceptance of Mobile Marketing (China)

A17- March 27: Organizational & Household Decision Making Ch. 10, pp. 368-394  
Case: Children: Final Frontier for cell phones, p. 398

A18- March 29: Groups & Social Media Ch. 11, pp. 404-434  
Country Profile-S.Afr. Presentation Case: An Opinion Leader Miracle?, pp. 437-438  
Case: Increasing the ROI of Social Media Marketing- Hokey Pokey Ice Cream Creations- (India)- HBR

**March 30-April 4: Cape Town, South Africa**

A19- April 6: Social Class & Lifestyles Ch. 12, pp. 442-477  
(China, Japan, India, Middle East) Case: Smartphones Invade the World, (Russia, Saudi Arabia), p. 479  
Ethnographic -S.Afr. Presentation Case: Louis Vuitton in Japan- HBR  
Consumption Journal Due

- A20- April 9: Subcultures Ch. 13, pp. 482-516  
Country Profile–Ghana Presentation Case: Parrot Heads Unite, p. 519
- April 11-15: Tema (Accra), Ghana**
- A21- April 16: Ethnographic Study–Ghana Presentation  
International Ritual Consumption Project Due  
Presentations
- A22- April 19: Presentations  
Final Consumption Journal Due
- A23- April 22: **FINAL EXAM (Chapters 9, 10, 11, 12, 13)**
- April 23-26: Casablanca, Morocco**
- April 30: Arrive in Barcelona, Spain



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