

Consumer Analysis – Spring 2023

Instructor Details:

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Virtual office hours: Tuesdays, 5 pm – 5.30 pm (Zoom link provided on Canvas)

Course Overview:

Consumer analysis is necessary for marketers to develop insightful marketing strategies, for public policymakers to better protect consumers, and for consumers to understand their own behavior within the marketplace. In this course, students will explore consumer behavior topics related to psychological processes (e.g., motivation, perception, and attitudes), economic theories (e.g., decision-making process), and sociological processes (e.g., culture), as well as outcomes and issues (e.g., symbolic consumption, ethics, and social responsibility). This course involves lectures, discussions, in-class exercises, assignments, exams, and student presentations. During the course, students will practice their learnings in assignments involving both individual and group work.

Learning Goals and Objectives:

This course is designed to help students develop knowledge and practical skills. After completing this course, students will demonstrate the following:

- Understand consumers' decision processes and the factors that influence these processes
- Apply consumer behavior concepts to improve marketing decisions
- Analyze consumer behavior by conducting consumer research
- Effectively communicate consumer research skills
- Identify ethical issues related to consumer behavior

Students develop these skills and knowledge through actively participating the course activities and assignments.

Required Course Materials:

Textbook: Hoyer, Wayne D., Deborah J. MacInnis, Rick Pieters, Consumer Behavior, 7th Ed. This book is written by active researchers in the field. It provides a good summary of consumer behavior topics and insights from the real world. You can purchase or rent the textbook from the bookstore or elsewhere. Feel free to find the most economical solution for yourself.

Canvas: I will use Canvas extensively to post lecture videos, required readings, grades, and announcements. Therefore, please check Canvas each day. All assignments must be submitted via the Canvas-Assignments page. Remember, assignment deadlines require that students submit their work via Canvas on time. After the deadline, the assignment link goes away, and there is no way to submit your assignment. Please adhere to deadlines and submit your work on time.

Rutgers email: All official communications with students will be done using the Rutgers email address provided to you. Please forward your Rutgers email to your personal email if necessary. **Not checking your Rutgers email is not an excuse for missing any communications.**

Exam Policies:

There will be two (2) non-cumulative exams this semester, administered according to the class schedule. Exams will take place online. All exams will include material from the textbook, class lectures, and any supplemental material the instructor provides. If for a university-approved reason, you cannot take an exam at the scheduled time you must give me written notice at least one week in advance so that other arrangements can be made. If the situation does not allow for advance notification (for example, emergency hospitalization), contact me immediately after a missed exam. Make-up exams for non-university-approved reasons are not guaranteed. I reserve the right to request written documentation to support your absence (such as a doctor's note, an obituary, or military orders).

Summary of Chapter Readings for Each Module:

<i>Module Name</i>	<i>Readings from the Textbook for that Module</i>
<i>Intro to Consumer Behavior</i>	Chapter 1
<i>Psychological Roots</i>	Chapters 2 thru 6
<i>CB Research Methods</i>	Chapter 1 Appendix

<i>Decision-making Processes</i>	Chapters 7 thru 10
<i>Culture</i>	Chapters 11 thru 14
<i>CB Outcomes and Issues</i>	Chapters 15 thru 17

Grading Policy:

Grade components:

	<i>% of final grade</i>	<i>Max points</i>
<i>Exam 1</i>	20%	20
<i>Exam 2</i>	20%	20
<i>Individual Assignments</i>	24%	24
<i>Consumer Research Project</i>	36%	36
TOTAL	100%	100

The Consumer Research Project has the following subcomponents:

Part 1 - 12 points

Part 2 - 10 points

Presentation - 10 points

Self-Assessment and Peer Evaluation - 4 points

Your points from each component will be summed. The final course grade will be as follows.

A	90 and above
B+	84.5 - < 89.4
B	79.5 - < 84.4
C+	74.5 - < 79.4
C	69.5 - < 74.4
D	60.0 - < 69.4
F	Below 60

Assignments:

1. Exams 1 and 2

There will be two structured exams (i.e., multiple-choice, true/false questions) around the midterm and final weeks of the semester. Exam 1 will cover material from the beginning of the semester till the exam time, and exam 2 will cover material from Exam 1 and onwards. You will be given 2

hours to complete these exams, and you will need to complete them in one sitting. Please plan to allocate two hours of your time to take each exam. There are no make-ups or extensions on these exams. Both exams are mandatory to complete the course; failure to complete one or both exams will result in an F for the course, regardless of your other points.

2. Individual Assignments

There will be 6 assignments during the semester. All assignment instructions will be available on Canvas. All individual assignments must be completed independently and submitted via Canvas.

3. Consumer Research Project

This project will give you an opportunity to demonstrate your understanding of consumer behavior. You will build your group, propose the idea by providing supporting evidence, run a study to test this idea, and present your findings. For this project, you will organize into groups with a maximum of 4 members. You must submit a written document and upload your presentation video to Canvas.

It is essential that all group members coordinate and participate in good faith with their group. As a default, all group members will receive the same grade (except for the self-assessment and peer evaluation). However, in the unlikely event that a group member(s) fails to participate in group work, I reserve the right to investigate the situation and adjust the grade down, including receiving zero points, for the group member(s).

Deadlines:

Unless indicated otherwise, all assignments must be turned in through Canvas by the date and time specified. Since we will discuss most of the assignments in the class upon your submissions, late submissions will not be accepted.

Note that your final grade is not subject to negotiation.

General Course Policies:

Professional conduct in every facet of our course—including punctuality in meeting due dates, preparedness, and high-quality work and participation—is expected. The following standards are in place:

- You are welcome to contact me any time to discuss matters related to our class or other relevant topics. I will access my email daily, although not between 8 pm and 7 am, as well as less frequently over the weekend. I will respond to your email within 48 hours.
- You are expected to meet all due dates stated in the activity tables and course calendar. If something comes up (work, family issue, etc.) please notify me as soon as possible by email. In case of any issues with Rutgers email, you can also use my secondary email: dghose@temple.edu
- Official schedule changes will be announced in the Announcements section, which can be found in the right sidebar when you enter the course.
- Rutgers University recognizes disability as a component of cultural diversity and fosters an inclusive environment for all members of the university community. More information can be found on [the Camden Disability Services page](#). Contact the **Office of Disability Services-Camden**, at disabilityservices@camden.rutgers.edu; 856.225.2717; Armitage Hall, Room 231. All contact will be considered confidential.

Academic Integrity:

Rutgers University takes academic dishonesty very seriously. By enrolling in this course, you assume responsibility for familiarizing yourself with the Academic Integrity Policy and the possible penalties (including suspension and expulsion) for violating the policy. As per the policy, all suspected violations will be reported to the Office of Community Standards. Academic dishonesty includes (but is not limited to):

- cheating
- plagiarism
- aiding others in committing a violation or allowing others to use your work
- failure to cite sources correctly
- fabrication
- using another person's ideas or words without attribution
- re-using a previous assignment
- unauthorized collaboration
- sabotaging another student's work

If in doubt, please consult the instructor. Visit [the Academic Integrity Policy at Rutgers page](#) to view and download the policy.

Students are responsible for understanding the principles of academic integrity and abiding by them in all aspects of their work at the University. Students are also encouraged to help educate fellow students about academic integrity and to bring all alleged violations of academic integrity they encounter to the attention of the appropriate authorities.

Principles of academic integrity require that every Rutgers University student:

- properly acknowledge and cite all use of the ideas, results, or words of others;
- properly acknowledge all contributors to a given piece of work;
- make sure that all work submitted as his or her own in a course or other academic activity is produced without the aid of unsanctioned materials or unsanctioned collaboration;
- obtain all data or results by ethical means and report them accurately without suppressing any results inconsistent with his or her interpretation or conclusions;
- treat all other students in an ethical manner, respecting their integrity and right to pursue their educational goals without interference. This requires that a student neither facilitate academic dishonesty by others nor obstruct their academic progress;
- uphold the canons of the ethical or professional code of the profession for which he or she is preparing.

Adherence to these principles is necessary in order to ensure that:

- everyone is given proper credit for his or her ideas, words, results, and other scholarly accomplishments;
- all student work is fairly evaluated and no student has an inappropriate advantage over others;
- the academic and ethical development of all students is fostered;
- the reputation of the University for integrity in its teaching, research, and scholarship is maintained and enhanced.

Failure to uphold these principles of academic integrity threatens both the reputation of the University and the value of the degrees awarded to its students. Every member of the University

community, therefore, bears a responsibility for ensuring that the highest standards of academic integrity are upheld.

If there are questions on how to comply, please contact the instructor immediately.

Netiquette Statement:

Be sure to review the following university documents about student conduct and the Netiquette statement below:

- [Rutgers University Code of Student Conduct](#)
- [University Student Life Policy Against Verbal Assault, Harassment, Intimidation, Bullying, and Defamation](#)

NOTE: Papers crafted with the assistance of other published student work are considered a form of academic dishonesty. Students cannot use the work, published or not, authorized or not, of other students (at Rutgers or elsewhere), under any circumstances. Papers purchased or garnered from other authors (including current and former students) constitute cheating.

Netiquette

1. In all of your interactions, remember there is a person behind the written post.
2. Pause and reflect on a post that is uncomfortable before responding. Consider the root of your emotional reaction.
3. Remember, we are discussing ideas and disagreements that are not personal in nature. Take care in crafting your response to demonstrate your disagreement with the idea, not the person.
4. Do not participate in "flaming." Flaming is inflammatory comments that are hostile and insulting and do not contribute to the learning process. Choose not to respond to "flames" to support a better learning experience for everyone.
5. Be careful with humor and sarcasm. Because the visual cues are absent, many people cannot tell if your comments are meant seriously or facetiously.
6. Contribute to a meaningful discussion by presenting your "best self" in the course environment: Take the time to explain your ideas respectfully and completely. However, also keep brevity in mind. You want to make your point clearly, but also make it concisely.

7. If a peer misinterprets your meaning, acknowledge this without being rude or defensive. It can be challenging to communicate some ideas in writing. This is your opportunity to practice clarifying your ideas to others.
8. Do not post in all caps. This is the equivalent of SHOUTING at someone and is not acceptable.

Disability Statement:

Rutgers University welcomes students with disabilities into all of the University's educational programs. In order to receive consideration for reasonable accommodations, a student with a disability must contact the appropriate disability services office at the campus where you are officially enrolled, participate in an intake interview, and provide documentation: <https://ods.rutgers.edu/students/documentation-guidelines>. If the documentation supports your request for reasonable accommodations, your campus's disability services office will provide you with a Letter of Accommodation. Please share this letter with your instructors and discuss the accommodations with them as early in your courses as possible. To begin this process, please complete the [Registration form on the ODS website](#).

Student Health and Well-being:

Please [see this attachment](#) for a list of available resources.