

## 《消费者心理学》教学大纲

### 一、课程基本信息

课程名称/英文名称	消费者心理学/Consumer Psychology	课程代码	BHSC1007
课程层次	本研一体课程	学分/学时	2/32
主要面向专业	全校学生	授课语言	中英文
先修课程	无		
开课单位	创管学院	课程负责人	杨丽凤

### 二、课程简介

通过课堂讲座和课后阅读，学生在本课程中将学习对消费者心理学经典理论。通过课堂讨论及课后作业，学生将有机会应用课程理论解释现实当中的消费心理现象。

### 三、课程教学目标

本门课程旨在向学生传授现有的消费者行为心理学理论，其中包括：（1）消费者如何形成品牌印象的相关理论；（2）消费者动机的形成及发展理论；（3）消费者信息处理相关理论；（4）消费者决策相关理论。本课程的设计将帮助学生更系统全面地理解消费者信息与决定行为意图中的心理过程与机理。通过课程学习，学生将能更科学地理解消费者做出特定抉择时的动机、原因与方式。

### 四、课程教学方法

课程将由讲座（主要讲解基本知识点）与课堂上的小组讨论实践相结合，从讲座课的理论知识点延伸开展讨论，结合社会上新兴的消费现象加深学生对于理论知识的理解。同时会通过小组间互评的课堂展示形式，考察学生将消费者心理学的知识应用于实践的能力。

### 五、课程教学内容与安排

教学周	章节名称	主要教学内容 (主要知识点)	学时安排	教学方法 (仅列名称)
1	绪论	什么是消费者心理学?	4	理论讲座、课堂讨论、文献阅读
2	消费者行为 动机	消费者动机、能力和机遇	4	理论讲座、课堂讨论、文献阅读
3	社会影响对个体消费者的作用	社会/群体对于消费者个体行为/心理的影响	4	理论讲座、课堂讨论、文献阅读
4	消费者信息处理	消费者信息处理的表现及心理机制	4	理论讲座、课堂讨论、文献阅读
5	记忆在消费者决策中的作用	消费者的记忆力、所记的内容及记忆方式对消费者行为决策的影响及机制	4	理论讲座、课堂讨论、文献阅读
6	品牌竞争对消费者决策的影响	商业竞争的品牌行为如何影响消费者的感知、判断、决策	4	理论讲座、课堂讨论、文献阅读
7	消费者的态度研究	消费者态度的形成、发展、变化相关的机制	4	理论讲座、课堂讨论、文献阅读
8	消费者个体差异	消费者个体个性差异对消费心理/行为的影响	4	理论讲座、课堂讨论、文献阅读

## 六、考核方式和成绩评定方法

- 出勤 5%
- 课堂讨论 10%
  - 课堂发言 5%
  - 印象分 5%

- 作业 (Presentation & Report) 40%
  - HW1 15%
  - HW2 25%
  - 评分标准:
    - 组内互评 25%
    - 组间评价 25%
    - 教师评价 50%
- Research 45%
  - 期中 20% (Road Show)
    - 评分标准:
      - 参与分 20%
      - 教师评价 80%
  - 期末 25% (Presentation & Report)
    - 评分标准:
      - 个人贡献 10%
      - 组间评价 20%
      - 教师评价 70%

## 七、教材和参考书目

### (一) 推荐教材

推荐教材 1:

*书名: Why We Buy: The Science of Shopping	*作者: Underhill, Paco	译者:	*ISBN : 9781416595243
*出版社: Simon & Schuster	*出版年月: 2008. 12	*版次: Revised edition	

推荐教材 2:

*书名: How Consumers Think: Essential Insights into the Mind of the Market	*作者: Zaltman, Gerald	译者:	*ISBN : 9781578518265
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* 出版社：Harvard Business School Press	*出版年月：2003.2	*版次：1st edition	
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推荐教材 3:

*书名：Influence: The Psychology of Persuasion	*作者：Cialdini, Robert	译者：	*ISBN : 9780061241895
*出版社：Harper Business	*出版年月：2006.12	*版次：Revised edition	

## 八、学术诚信教育

本课程高度重视学术诚信，严禁抄袭、作弊等行为。

“在学习、科研、实习实践等活动中，学生应恪守学术道德，坚守学术诚信，保护知识产权，坚持勇于创新、求真务实的科学精神，努力培养自己严谨求实、诚实自律、真诚协作的科学态度，成为良好学术风气的维护者、严谨治学的力行者、优良学术道德的传承者。”

**ShanghaiTech University**  
**School of Entrepreneurship and Management**  
**Consumer Psychology 消费者心理学**

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 Office Hours: By appointment.

Lecture slides and all required supplementary reading materials will be made free to you via email or the course blackboard site. All rights reserved.

### **COURSE DESCRIPTION & OBJECTIVES**

- (1) To understand established theories of how consumers form impressions, interpret information, and determine behavioral intentions.
- (2) To investigate the motivation and processes of why and how consumers make specific decisions and behave in certain ways—what motivates them, what captures their attention, and what retains their loyalty.
- (3) To better understand thoughts, information processing styles, and behavior of your own (as a consumer).

### **GRADING**

Grading policy can be found on Page 5 in this syllabus. Your final course grade will be made available to you when they are ready. The final total scores you've earned for the course will be turned into final letter grades with the standard of ShanghaiTech.

Your final grade for the course will be determined by ONE exam, a comprehensive group project, and your class participation. The grading structure will be utilized as follows:

Requirements	% Toward your final grade	Points Possible (Converted Scores)
Exam	40%	40 points each; 40 points total

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Comprehensive Group Project	20%	20 points total.
Class Participation (See details in the next pages.)	40%	40 points.
<b>Total:</b>	<b>100%</b>	<b>100 Points</b>

**(a) Exam (40% of your final grade)**

There is one exam for this course throughout the semester. Exam questions are to check (1) whether you have taken good notes and thoroughly understood information presented in lectures; (2) whether you have read and understood assigned reading materials whether or not they were discussed in class; (3) whether you are able to apply what you learnt to solve exam problems.

- **Tips for how to do well in the exams:** Participate in each class meeting and take good notes. Do not let yourself procrastinate over the assigned readings. Thoroughly understand what's presented in lectures and in assigned readings will definitely help you feel prepared thus do better in the exams.
- **Missed/Late for Exams:** Please come to your scheduled exam on time. Being late for the exam will disqualify you from taking the exam. In fairness to all other students who strive to show up for exam on time, no make-up exam will be given for anyone who missed/or be late for an exam unless there were unexpected medical/police emergencies (with valid documents) that prevented you from taking the exam on time.

Should any unexpected emergencies occur, a written statement and a formal copy of the medical/police report related to your absence should be submitted before the make-up exam request is considered. Should a make-up exam be given, bear in mind that it will be made more difficult than the normal exam to ensure fairness to all other students who took the exam on time. No points will be awarded to any exam that is not completed on schedule without approval.

**(b) Comprehensive Group Project (20% of your final grade)**

The purposes of the comprehensive group project are (1) to help you apply what you have learned in the course to evaluate issues arise in the real marketing world; (2) to help you develop teamwork skills to solve real marketing problems within a specified short period of time.

You will complete these case reports with other 2-3 students. On scheduled dates, the class is broken up into small groups and given the case to work on together during the class period. For all cases, you will be asked to write up the solution your group develops, submit your response via course blackboard site before it is due.

**Tips:** Choose your team members wisely, and be a good team player when you are in a group. Please select a responsible individual to submit the final version of your case response in time. Your case response will need to be submitted in a Microsoft WORD file via the course blackboard site before it is due. **Late submissions, or submission not in the format required, will not be accepted for grading. Students absent on the scheduled case date(s) will receive no credit for the case whether or not their names appear in the assignment submitted. Case response submitted with name(s) of student(s) absent on case date(s) will have a minimum of 50% grade deduction for all other members in the group.** Case specifications will be given in class on scheduled dates.

All students should make diligent and positive contributions to their group work. If that is the case for your group, all is good; however, if that is not the case for your group, as an individual you may submit a filled peer evaluation form (downloadable from the course blackboard site) on the same day when the case is due, so the grader can incorporate that to determine the case grade for each member in your group.

**(c) Class Participation (40% of your final grade)**

Your class participation grade will be determined by the following 3 elements:

**1. Recorded attendance for all class meetings \*\*\*(5 points).**

- Attending class everyday should be the easiest way for you to earn some good points for this class. Class attendance and active participation not only will help you do better in exams and assignments, they also help you earn real points for the class participation category. Understand that you will be responsible for all materials assigned/covered in class during your absence. Remember any kind of absences will most certainly work against your course performance regardless of the reasons. Should you be absent from class, you are encouraged to borrow notes from your peers so you do not miss too much from being absent.
- Class attendance will be recorded in class via students signing in course rolls. Failing to sign in in class or having others sign in on your behalf will subject you to a loss of attendance points and more. See Important Policies for details.

**2. Receipts of all completed/high-quality class assignments as required (30 points).**

- We will have both **impromptu** in-class assignments and regular after-class assignments throughout this semester. Submitting high quality class assignments in time will earn you up to 20 points of your final grade. No late or incomplete assignment will be accepted for grading; so please refrain from coming to class late/leaving early/being absent because these assignments are not makeup-able.

**3. Exceptional, constructive, and positive contributions to class (5 points).**

- Speaking up in class could be intimidating. But psychologically, you will be surprised to find how involved you are in thinking when you are trying to speak up in class. Plus, getting comfortable with public speaking will give you a huge career advantage as well. You may earn up to 5 points by making **quality contributions** to class discussions.

- You may also earn this “Exceptional” points by making other constructive supports to the positive development of the course. Talk to the professor to seek possible ways to achieve this.
- Understand that only quality contributions to class discussions count. I encourage that you turn in a personal log of your in-class contributions after each class meeting (jot down the date and comments you made). **You should keep a copy of that for yourself as well.** These will be useful if you want to discuss with me about your in class performance during the semester.



## **Important Policies:**

**Classroom Courtesy\*\*\*:** Practices such as **conspicuous** mobile texting, phone playing, unrelated Internet usage, being late to class, leaving early, eating, drinking, and carrying unrelated conversations during lectures are nuisances that will distract you, your fellow classmates and me. Please refrain from any of these disruptive practices in class. Violation of the classroom courtesy will VOID your class attendance points.

**Grading Policy:** As the professor for the course, I promise to assess each student's performance in a fair and impartial manner. No grades will be given if any of your exams or assignments was not received in time and format required. The map for how to do well in this class is given to you from Day 1 in this syllabus. Trying your best to study will help you earn points for sure. I do have sympathy for students who are somewhere within half point short of the next letter grade, but unfortunately I am not in the habit of negotiating or adjusting grades for anyone for any idiosyncratic reasons unless there is a math error, which will be cheerfully corrected within 7 days after the grade has been made available to you.

Throughout the semester, I might (there is no guarantee at this point) provide some extra credit opportunities for the class where you may earn some extra points through quality participation before the opportunities expire. Being fair to all students is the number 1 thing in my teaching philosophy, so honestly, there is nothing I can do to help change your grade if your final numerical grade is somewhere short of the next letter grade.

Penalties for academic misconduct may include, but not limited to a reduced/failing grade on an exam or assignment, a reduced/failing grade in the course, disciplinary probation, suspension and/or expulsion from the university.

**Academic Honor Code:** Students enrolled in this course are expected to adhere to the highest standards of academic honor code. Examples of academic misconduct include (but not limited to):

- plagiarism.
- using someone's work.
- knowingly allowing someone else to represent your work as his/her own.
- gaining or attempting to gain an unfair advantage;
- giving false information or altering documents.
- disruptive behavior.
- harm to the facilities that support the academic environment.

I do not wish to see any of the misconducts take place. However, if a student is suspected to have committed academic misconduct in this course, penalties for academic misconduct may include, but not limited to a reduced/failing grade on an exam or assignment, a reduced/failing grade in the course, disciplinary probation, suspension and/or expulsion from the university.

**Required supplementary readings are made available to you on the course blackboard site.**

**ADDITIONAL READINGS (RECOMMENDED BASED ON INTEREST)**

There are many popular press book titles (i.e., not text books!) that cover issues related to our class discussions. I will be more than happy to recommend additional reading if you are interested. Below are some good options to start with.

- Ariely, Dan (2008), *Predictably Irrational: The Hidden Forces that Shape our Decisions*, Harper Collins.
- Belsky, Gary and Thomas Gilovich (2000), *Why Smart People Make Big Money Mistakes and How to Correct Them: Lessons from the New Science of Behavioral Economics*, Simon and Shuster
- Cialdini, Robert (2006), *Influence: The Psychology of Persuasion*, Collins.
- Gladwell, Malcolm (2007), *Blink: The Power of Thinking without Thinking*, Back Bay Books.
- Gladwell, Malcolm (2002), *The Tipping Point: How Little Things Can Make A Big Difference*, Back Bay Books.
- Heath, Chip and Dan Heath (2007), *Made to Stick: Why Some Ideas Survive and Some Die*, Random House.
- LeGault, Michael R. (2006), *Think: Why Crucial Decisions Can't Be Made in the Blink of an Eye*, Threshold Editions.
- Lindstrom, Martin (2005), *Brand Sense: Sensory Secrets Behind the Stuff We Buy*, Free Press.
- Lindstrom, Martin (2010), *Buyology: Truth and Lies about Why We Buy*, Broadway Books.
- Miller, Geoffrey (2009), *Spent: Sex, Evolution, and Consumer Behavior*, Viking.
- Schwartz, Barry (2004), *The Paradox of Choice: Why More is Less*, Harper Collins.
- Thaler, Richard H. and Cass Sunstein (2009), *Nudge: Improving Decisions about Health, Wealth, and Happiness*, Penguin.
- Underhill, Paco (2004), *Call of the Mall: The Geography of Shopping*, Simon and Shuster.
- Underhill, Paco (1999), *Why We Buy: The Science of Shopping*, Simon & Schuster.
- Zaltman, Gerald (2003), *How Consumers Think: Essential Insights into the Mind of the Market*, Harvard Business School Press.

## Course Schedule

Class	Topic	Related Readings	What's Due
1 (9.17)	Syllabus /What is Consumer Psychology? Consumer Motivation, Ability, and Opportunity	Consumer Needs Articles	相关案例收集, 分析, 预测
2 (9.29)	Social Influence on Consumer Behavior Symbolic Consumption	Social Influence, Symbolic Consumption Articles	相关案例收集, 分析, 预测
3 (10.7)	老师国外开会。 同学自习。课程安排进 11 月 12 日最后一次课。		相关案例收集, 分析, 预测
4 (10.15)	Consumer Information Processing Unconscious Consumption	Unconscious Processing Articles	相关案例收集, 分析, 预测
5 (10.22)	Consumer Memory and Knowledge Consuming Food	Memory, Food Consumption Articles	相关案例收集, 分析, 预测
6 (10.29)	Business Competition & Consumer's Perception	Business Competition and New Product Development Articles	相关案例收集, 分析, 预测
7 (11.3)	Consumer Ethics & Cause-Related Marketing	Consumer Ethics and CRM Articles	相关案例收集, 分析, 预测
8 (11.12)	Consumer Psychographics Debt Accumulation and Payments + <b>Final Project Presentation</b>	Debt and Payment Articles	