SJQU-QR-JW-033（A0）

**【奢侈品消费者行为学（双语）】**

一、基本信息

**课程代码：**【2120119】

**课程学分：**【2】

**面向专业：**【工商管理（奢侈品管理）】

**课程性质：**【专业基础选修课】

**开课院系：珠宝学院**

**使用教材：**

【消费者行为学 （原书第13版） [美] 戴维 L. 马瑟斯博 德尔I. 霍金斯 著 陈荣 许销冰 译 机械工业出版社 2021年7月1日第一版】

**参考教材：**

【Consumer Behavior Building Marketing Strategy David L. Mothersbaugh ; Del I. Hawkins】

【消费者行为学 周欣悦 机械工业出版社2021年12月第2版】

**课程网站网址:**

**先修课程：** 宏观经济学，微观经济学

二、课程简介

Marketing attempts to influence the way consumers behave. These attempts have implications for the organizations making them, the consumers they are trying to influence, and the society in which these attempts occur, we are all consumers and we are all members of society, so consumers behavior, and attempts to influence it, is critical to all of us. This text is designed to provide an understanding of consumer behavior. This understanding can make us better consumers, better marketers, and better citizens.

营销试图影响消费者的行为方式。这些尝试对制定营销计划的的组织、这些组织试图影响的消费者以及发生这些尝试的社会都有影响。我们都是消费者，我们都是社会的成员，所以消费者的行为，以及影响它的尝试，对我们所有人都至关重要。本文旨在提供对消费者行为的理解。这种理解可以使我们成为更好的消费者、更好的营销人员。

A primary purpose of this text is to provide the student with a usable, managerial understanding of consumer behavior. Consumer behavior course provide the skill for student which aspiring to careers in marketing, management, sales, or advertising.

本文的主要目的是为学生提供在可用的，管理方法上的对消费者行为的理解。消费者行为课程为有志于从事营销，管理，销售或广告职业的学生提供技能。同时，本课程着重考察奢侈品行业，以研究理论，和鲜活的企业案例，以及对奢侈品消费者行为的观察分析，提出奢侈品消费者行为的特征，和奢侈品行业内相应的品牌，营销，运营战略，策略研究。

It is our view that the utilization of knowledge of consumer behavior in the development of marketing strategy is an art. This is not to suggest that scientific principles and procedures are not applicable; rather, it mean that the successful application of these principles to particular situations requires student judgment that we are not able to reduce to a fixed set of rules.

在制定营销策略时利用消费者行为知识是一门艺术。这并不是说科学原则和程序不适用;相反，这意味着将这些原则成功应用于特定情况需要学生的判断，我们无法将其简化为一套固定的规则。

The final purpose is that teach students how use these principles which learn from consumer behavior building marketing strategy, also learn how to design the market strategy in different cultures.

最终目的是教学生如何使用这些原则，这些原则从消费者行为中学习建立营销策略，也学习如何在不同文化中设计市场营销策略。

三、选课建议（必填项）

Consumer behavior is a basic professional course, suitable for sophomores of the Luxury Management program；Optional course for sophomore, junior and senior students who have studied economics, management, etc.

消费者行为学是一门基础专业课程，适合奢侈品管理专业的大二学生; 先修课是经济学、管理学等。

四、课程与专业毕业要求的关联性（必填项）

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| 专业毕业要求 | 关联 |
| L0212: 能搜集、获取达到目标所需要的学习资源，实施学习计划、反思学习计划、持续改进，达到学习目标。 | ● |
| LO332：熟悉消费者行为分析和市场分析的方法，掌握销售的技能，能够与顾客良好的沟通，达成销售。 | ● |
| LO812:对专业范围中跨语言跨文化的内容具有理解能力。 | ● |

备注：LO=learning outcomes（学习成果）

五、课程目标/课程预期学习成果（必填项）（预期学习成果要可测量/能够证明）

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| --- | --- | --- | --- | --- |
| **序号** | **课程预期****学习成果** | **课程目标****（细化的预期学习成果）** | **教与学方式** | **评价方式** |
| 1 | LO212 | 能搜集、获取达到目标所需要的学习资源，实施学习计划、反思学习计划、持续改进，达到学习目标。 | Situation Teaching Method: design different client’s scene of consumption and teach student how to listen clients’ opinions, and from customer stories can be able to observe it. | Class test and discuss |
| 2 | LO332 | 熟悉消费者行为分析和市场分析的方法，掌握销售的技能，能够与顾客良好的沟通，达成销售。 | Task-Based language teaching: guide student learns consumer behavior principle & application which should uses in communicate with customer. | Class discusses |
| 3 | LO812 | 对专业范围中跨语言跨文化的内容具有理解能力。 | Think-pair-share teaching method | Class discusses and presentation |

六、课程内容（必填项）

**Part I Introduction**

**Chapter 1 Consumer Behavior and Marketing Strategy**

* 1. Applications of consumer behavior
	2. Marketing strategy and consumer behavior
	3. Market analysis components
	4. Marketing strategy
	5. Consumer decisions
	6. Outcomes
	7. The nature of consumer behavior

**Part II external influences**

**Chapter 2 cross-cultural variations in consumer behavior**

2.1 The concept of culture

2.2 Variations in cultural values

2.3 Cultural variations in nonverbal

2.4 Global culture

2.5 Cross-Cultural marketing strategy

**Chapter 3 The changing American cultural values and social stratification**

3.1 changes in American cultural values

3.2 marketing strategy and value

3.3 American demographics

3.4 understanding American generations

3.5 social stratification

3.6 social structure in the United States

3.7 the measurement of social class

3.8 social stratification and market strategy

**Chapter 4 The American society: families and households**

4.1 the nature and influence of American households

4.2 the household life cycle

4.3 marketing strategy base on the household life cycle

4.4 family decision making

4.5marketing strategy and family decision making

4.6 consumer socialization

4.7 marketing to children

**Chapter 5 group influences on consumer behavior**

5.1 types of groups

5.2 reference group influences on the consumption process

5.3 marketing strategy base on the reference group

5.4 communications within groups and opinion leadership

5.5 diffusion of innovations

**Part III Internal Influence**

**Chapter 6 perception**

6.1 the nature of perception

6.2 exposure & attention & interpretation

6.3 perception and marketing strategy

**Chapter 7 Learning, Memory, and Product Position**

7.1 the nature of learning and memory

7.2 memory’s role in learning

7.3 learning under high and low involvement

7.4 learning, memory, and retrieval

7.5 brand image and product positioning

7.6 brand equity and brand leverage

**Chapter 8 motivation, personality, and emotion**

8.1 the nature of motivation

8.2 motivation theory and marketing strategy

8.3 personality

8.4 the use personality in marketing practice

8.5 emotion

8.6 emotion and marketing strategy

**Chapter 9 attitudes and influencing attitudes**

9.1 attitude components

9.2 attitude change strategies

9.3 individual and situational characteristics that influence attitude change

9.4 communication characteristics that influence attitude formation and change

9.5 market segmentation and product development strategies based on attitudes

**Chapter 10 self-concept and lifestyle**

10.1 self-concept

10.2 the nature of life styles

10.3 the VALS system

10.4 Geo-lifestyle analysis

10.5 international lifestyles

**Part IV Consumer Decision Process**

**Chapter 11 situational influence**

11.1 the nature of situation influence

11.2 situation characteristics and consumption behavior

11.3 ritual situations

11.4 situational influence and market strategy

**Chapter 12 Consumer decision process and problem recognition**

12.1 types of consumer decisions

12.2 the process of problem recognition

12.3 uncontrollable determinants of problem recognition

12.4 marketing strategy and problem recognition

**Chapter 13 information search**

13.1 the nature of information search

13.2 types of information sought

13.3 sources of information

13.4 amount of external information search

13.5 costs versus benefits of external search

13.6 market strategy based on information search patterns

**Chapter 14 alternative evaluation and selection**

14.1 consumer choice and types of choice process

14.2 evaluative criteria

14.3 individual judgment and evaluative criterial

14.4 decision rules for attribute-based choice

**Chapter 15 outlet selection and purchase**

15.1 the evolving retail scene

15.2 attributes affecting retail outlet selection

15.3 consumer characteristics and outlet choice

15.4 in-store and online influence on brand choice

15.5 purchase

**Chapter16 Postpurchase process, customer satisfaction, and customer commitment**

16.1 postpurchase dissonance

16.2 product use and nonuse

16.3 disposition

16.4 purchase evaluation and customer satisfaction

16.5 dissatisfaction response

16.6 customer satisfaction, repeat purchases, and customer commitment

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| 总评构成（1+X） | 评价方式 | 占比 |
| X1 | Case Analysis | 30% |
| X2 | Class Test | 30% |
| X3 | Presentation  | 40% |

七、评价方式与成绩（必填项）

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