奢侈品消费者行为和跨文化研究（英）

SJQU-QR-JW-033（A0）

**【Luxury Consumer Behavior and Intercultural Approach】**

一、基本信息

**课程代码：**【2060683】

**课程学分：**【2】

**面向专业：**【Business Administration (Luxury Management)】

**课程性质：**【Major-level Compulsory Course】

**开课院系：**Department of Business Administration, College of Jewelry

**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】

**参考书目：**

【《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】

【《奢侈品消费者行为学》王菲 对外经济贸易大学出版社 2012年】

**课程网站网址:** www.gench.edu.cn

**先修课程：** 【Management 2120052（3）】

二、课程简介

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.

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.

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

三、选课建议

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.

四、课程与专业毕业要求的关联性

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| 专业毕业要求 | 关联 |
| L0212: Able to collect and obtain the learning resources needed to achieve the goals, implement the learning plan, reflect on the learning plan, make continuous improvement, and achieve the learning goals. | ● |
| LO332: Familiar with consumer behavior analysis and market analysis methods, master sales skills, be able to communicate well with customers and achieve sales. | ● |
| LO812: Ability to understand cross-lingual and cross-cultural content in the professional field. | ● |

备注：LO=learning outcomes（学习成果）

五、课程目标/课程预期学习成果

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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 | Able to collect and obtain the learning resources needed to achieve the goals, implement the learning plan, reflect on the learning plan, make continuous improvement, and achieve the learning goals. | 1. In-class Teaching 2. Group Discussion 3. Market Research | Presentation |
| 2 | LO332 | Familiar with consumer behavior analysis and market analysis methods, master sales skills, be able to communicate well with customers and achieve sales. | 1. In-class Teaching 2. Case Study 3. Group Discussion 4. Market Research | Case Analysis |
| 3 | LO812 | Ability to understand cross-lingual and cross-cultural content in the professional field. | 1. In-class Teaching 2. Market Research | Class Test |

1. 课程内容

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| THEORETICAL COURSE HOURS: 32 | PRACTICAL COURSE HOURS: 0 | TOTAL COURSE HOURS: 32 |

**PART 1: INTRODUCTION**

**UNIT 1 :CONSUMER BEHAVIOR AND MARKETING STRATEGY (THEORETICAL COURSE HOURS: 4)**

**KEY KNOWLEDGE POINTS:**

1.Course introduction

2.Course assessment

3.Applications of consumer behavior

4.Marketing strategy and consumer behavior

5.Market analysis components

6.Marketing strategy

7.Consumer decisions

8.Outcomes

9.The nature of consumer behavior

**COMPETENCY REQUIREMENTS:**

1.Define consumer behavior.

2.Summarize the applications of consumer behavior.

3.Explain how consumer behavior can be used to develop marketing strategy.

4.Explain the components that constitute a conceptual model of consumer behavior.

5.Discuss issues involving consumption meanings and firm attempts to influence them.

**PART 2:EXTERNAL INFLUENCES**

**UNIT 2 : CROSS-CULTURAL VARIATIONS IN CONSUMER BEHAVIOR (THEORETICAL COURSE HOURS: 2)**

**KEY KNOWLEDGE POINTS:**

1. The concept of culture
2. Variations in cultural values
3. Cultural variations in nonverbal
4. Global culture Cross-Cultural marketing strategy

**COMPETENCY REQUIREMENTS:**

1. Define the concept of culture.
2. Describe core values that vary across culture and influence behaviors.
3. Understand cross-cultural variations in nonverbal communications.
4. Summarize key aspects of the global youth culture.
5. Understand the role of global demographics
6. List the key dimensions in deciding to enter a foreign market.

**UNIT 3 :THE CHANGING AMERICAN SOCIETY: VALUES (THEORETICAL COURSE HOURS: 1)**

**KEY KNOWLEDGE POINTS:**

1. Changes in american cultural values
2. Marketing strategy and value
3. American demographics
4. Understanding american generations
5. Social stratification
6. Social structure in the united states
7. The measurement of social class
8. Social stratification and market strategy

**COMPETENCY REQUIREMENTS:**

1. Understand core American cultural values.
2. Summarize changes in self, environment, and other-oriented values.
3. Discuss values as they relate to green marketing.
4. Discuss values as they relate to cause-related marketing.
5. Discuss values as they relate to marketing to gay and lesbian consumers.
6. Discuss values as they relate to gender-based marketing.

**UNIT 4 :THE CHANGING AMERICAN SOCIETY: DEMOGRAPHICS AND SOCIAL STRATIFICATION (THEORETICAL COURSE HOURS: 1)**

**KEY KNOWLEDGE POINTS:**

1. Demographics
2. Understanding American Generations
3. Social Stratification
4. Social Structure in the United States
5. The Measurement of Social Class
6. Social Stratification and Marketing Strategy

**COMPETENCY REQUIREMENTS:**

1. Understand the critical role that demographics play in influencing consumer behavior.
2. Define the concept of generations and discuss the generations that exist in America.
3. Explain the concept of social stratification and the role that socioeconomic factors play.
4. Identify and discuss the major social classes in America.
5. Understand how social class is measured.
6. Discuss the role of social class in developing marketing strategies.

**UNIT 5 :THE CHANGING AMERICAN SOCIETY: SUBCULTURES (THEORETICAL COURSE HOURS: 1)**

**KEY KNOWLEDGE POINTS:**

1. The Nature of Subcultures
2. Ethnic Subcultures
3. African Americans
4. Hispanics
5. Asian Americans
6. Native Americans
7. Asian Indian Americans
8. Arab Americans
9. Religious Subcultures
10. Regional Subcultures

**COMPETENCY REQUIREMENTS:**

1. Understand subcultures and their influence on unique market behaviors.
2. Analyze the African-American subculture and the unique marketing aspects it entails.
3. Analyze the Hispanic subculture and the unique marketing aspects it entails.
4. Analyze the Asian-American subculture and the unique marketing aspects it entails.
5. Analyze the Native-American, Asian-IndianAmerican, and Arab-American subcultures and the unique marketing aspects they entail.
6. Describe the various religious subcultures and their implications for marketing.
7. Explain the role of geographic regions as subcultures.

**UNIT 6 :THE AMERICAN SOCIETY: FAMILIES AND HOUSEHOLDS (THEORETICAL COURSE HOURS: 1)**

**KEY KNOWLEDGE POINTS:**

1. The Nature And Influence Of American Households
2. The Household Life Cycle
3. Marketing Strategy Based On The Household Life Cycle
4. Family Decision Making
5. Marketing Strategy And Family Decision Making
6. Consumer Socialization
7. Marketing To Children

**COMPETENCY REQUIREMENTS:**

1. Explain the concept of household types and their influence on consumption.
2. Summarize the household life cycle’s various stages and marketing implications.
3. Understand the family decision process.
4. Describe the role that households play in child socialization.
5. Explain the sources of ethical concern associated with marketing to children.

**UNIT 7 :GROUP INFLUENCES ON CONSUMER BEHAVIOR(THEORETICAL COURSE HOURS: 2)**

**KEY KNOWLEDGE POINTS:**

1. Types Of Groups
2. Reference Group Influences On The Consumption Process
3. Marketing Strategy Base On The Reference Group
4. Communications Within Groups And Opinion Leadership
5. Diffusion Of Innovations

**COMPETENCY REQUIREMENTS:**

1. Explain reference groups and the criteria used to classify them.
2. Discuss consumption subcultures, including brand and online communities and their importance for marketing.
3. Summarize the types and degree of reference group influence.
4. Discuss within-group communications and the importance of word-of-mouth communications to marketers.
5. Understand opinion leaders (both online and offline) and their importance to marketers.
6. Discuss innovation diffusion and use an innovation analysis to develop marketing strategy.

**PART 3 INTERNAL INFLUENCE**

**UNIT 8 :PERCEPTION(THEORETICAL COURSE HOURS: 1)**

**KEY KNOWLEDGE POINTS:**

1. The Nature Of Perception
2. Exposure & Attention & Interpretation
3. Perception And Marketing Strategy

**COMPETENCY REQUIREMENTS:**

1. Describe the nature of perception and its relationship to consumer memory and decisions.
2. Explain exposure, the types of exposure, and the resulting marketing implications.
3. Explain attention, the factors that affect it, and the resulting marketing implications.
4. Explain interpretation, the factors that affect it, and the resulting marketing implications.
5. Discuss how perception can enhance strategies for retailing, branding, advertising, and packaging.

**UNIT 9 :LEARNING, MEMORY, AND PRODUCT POSITIONING(THEORETICAL COURSE HOURS: 1)**

**KEY KNOWLEDGE POINTS:**

1. The Nature Of Learning And Memory
2. Memory’s Role In Learning
3. Learning Under High And Low Involvement
4. Learning, Memory, And Retrieval
5. Brand Image And Product Positioning
6. Brand Equity And Brand Leverage

**COMPETENCY REQUIREMENTS:**

1. Describe the nature of learning and memory.
2. Explain the types of memory and memory’s role in learning.
3. Distinguish the different processes underlying high- and low-involvement learning.
4. Summarize the factors affecting information retrieval from memory.
5. Understand the application of learning to brand positioning, equity, and leverage.

**UNIT 10:MOTIVATION, PERSONALITY, AND EMOTION(THEORETICAL COURSE HOURS: 2)**

**KEY KNOWLEDGE POINTS:**

1. The Nature Of Motivation
2. Motivation Theory And Marketing Strategy
3. Personality
4. The Use Personality In Marketing Practice
5. Emotion
6. Emotion And Marketing Strategy

**COMPETENCY REQUIREMENTS:**

1. Define motivation and summarize the motivation sets put forth by Maslow and McGuire. Articulate motivation’s role in consumer behavior and marketing strategy.
2. Define personality and the various theories of personality.
3. Discuss how brand personality can be used in developing marketing strategies.
4. Define emotions and list the major emotional dimensions.
5. Discuss how emotions can be used in developing marketing strategies.

**UNIT 11:ATTITUDES AND INFLUENCING ATTITUDES(THEORETICAL COURSE HOURS: 2)**

**KEY KNOWLEDGE POINTS:**

1. Attitude Components
2. Attitude Change Strategies
3. Individual And Situational Characteristics That Influence Attitude Change
4. Communication Characteristics That Influence Attitude Formation And Change
5. Market Segmentation And Product Development Strategies Based On Attitudes

**COMPETENCY REQUIREMENTS:**

1. Define attitude and its role in consumer behavior.
2. Summarize the three components of attitudes.
3. Discuss attitude change strategies associated with each attitude component.
4. Describe the elaboration likelihood model of persuasion.
5. Describe the role of message source, appeal, and structure on attitudes.
6. Discuss segmentation and product development applications of attitudes.

**UNIT 12:SELF-CONCEPT AND LIFESTYLE (THEORETICAL COURSE HOURS: 2)**

**KEY KNOWLEDGE POINTS:**

1. Self-Concept
2. The Nature Of Life Styles
3. The Vals System
4. Geo-Lifestyle Analysis
5. International Lifestyles

**COMPETENCY REQUIREMENTS:**

1. Describe self-concept, how it is measured, and how it is used to position products.
2. Define lifestyle and its relationship to the self-concept and to psychographics.
3. Explain specific lifestyle typologies and summarize those for luxury sports cars and technology.
4. Explain general lifestyle typologies and summarize those for VALS ™ and PRIZM® .
5. Discuss international lifestyles and one existing segmentation scheme.

**PART 4 CONSUMER DECISION PROCESS**

**UNIT 13:SITUATIONAL INFLUENCES (THEORETICAL COURSE HOURS: 2)**

**KEY KNOWLEDGE POINTS:**

1. The Nature Of Situation Influence
2. Situation Characteristics And Consumption Behavior
3. Ritual Situations
4. Situational Influence And Market Strategy

**COMPETENCY REQUIREMENTS:**

1. Define situational influence.
2. Explain the four types of situations and their relevance to marketing strategy.
3. Summarize the five characteristics of situations and their influence on consumption.
4. Discuss ritual situations and their importance to consumers and marketers.
5. Describe the use of situational influence in developing marketing strategy.

**UNIT 14:CONSUMER DECISION PROCESS AND PROBLEM RECOGNITION (THEORETICAL COURSE HOURS: 1)**

**KEY KNOWLEDGE POINTS:**

1. Types Of Consumer Decisions
2. The Process Of Problem Recognition
3. Uncontrollable Determinants Of Problem Recognition
4. Marketing Strategy And Problem Recognition

**COMPETENCY REQUIREMENTS:**

1. Describe the impact of purchase involvement on the decision process.
2. Explain problem recognition and how it fits into the consumer decision process.
3. Summarize the uncontrollable determinants of problem recognition.
4. Discuss the role of consumer problems and problem recognition in marketing strategy.

**UNIT 15:INFORMATION SEARCH (THEORETICAL COURSE HOURS: 1)**

**KEY KNOWLEDGE POINTS:**

1. The Nature Of Information Search
2. Types Of Information Sought
3. Sources Of Information
4. Amount Of External Information Search
5. Costs Versus Benefits Of External Search
6. Market Strategy Based On Information Search Patterns

**COMPETENCY REQUIREMENTS:**

1. Discuss internal and external information search and their role in different decision types. Summarize the types of information consumers search for.
2. Describe the categories of decision alternatives relating to the evoked set.
3. Discuss available information sources and the role of Internet and mobile search.
4. Discuss the major cost–benefit factors driving the amount of external search.
5. Summarize the marketing strategies based on information search patterns.

**UNIT 16:ALTERNATIVE EVALUATION AND SELECTION(THEORETICAL COURSE HOURS: 1)**

**KEY KNOWLEDGE POINTS:**

1. Consumer Choice And Types Of Choice Process
2. Evaluative Criteria
3. Individual Judgment And Evaluative Criterial
4. Decision Rules For Attribute-Based Choice

**COMPETENCY REQUIREMENTS:**

1. Discuss how actual consumer choice often differs from rational choice theory.
2. Summarize the types of choice processes consumers engage in.
3. Explain evaluative criteria and their measurement.
4. Describe the role of evaluative criteria in consumer judgment and marketing strategy.
5. Summarize the five decision rules for attribute-based choice and their strategic relevance.

**UNIT 17:OUTLET SELECTION AND PURCHASE(THEORETICAL COURSE HOURS: 1)**

**KEY KNOWLEDGE POINTS:**

1. The Evolving Retail Scene
2. Attributes Affecting Retail Outlet Selection
3. Consumer Characteristics And Outlet Choice
4. In-Store And Online Influence On Brand Choice
5. Purchase

**COMPETENCY REQUIREMENTS:**

1. Describe how retailing is evolving.
2. Discuss the Internet and mobile as part of multi- and omni-channel shopping.
3. Explain the retail and consumer attributes that affect outlet selection.
4. Summarize the in-store and online influences on brand choice.
5. Understand how purchase plays a role in the shopping process.

**UNIT 18:POSTPURCHASE PROCESSES, CUSTOMER SATISFACTION, AND CUSTOMER COMMITMENT(THEORETICAL COURSE HOURS: 2)**

**KEY KNOWLEDGE POINTS:**

1. Postpurchase Dissonance
2. Product Use And Nonuse
3. Disposition
4. Purchase Evaluation And Customer Satisfaction
5. Dissatisfaction Response
6. Customer Satisfaction, Repeat Purchases, And Customer Commitment

**COMPETENCY REQUIREMENTS:**

1. Describe the various postpurchase processes engaged in by consumers.
2. Define and discuss postpurchase dissonance.
3. Discuss the issues surrounding product use and nonuse and their importance to marketers.
4. Summarize disposition options and their relevance to marketers and public policy. Explain the determinants and outcomes of satisfaction and dissatisfaction.
5. Describe the relationship between satisfaction, repeat purchase, and customer commitment.

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| 总评构成（全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

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