**《消费者行为学（全英）》课程教学大纲**

一、课程基本信息

课程代码：16108403

课程名称：消费者行为学（全英）

英文名称：Consumer Behavior

课程类别： 专业课

学 时： 48

学　　分： 3

适用对象: 金融学（“2+2”实验班）本科生

考核方式：考试

先修课程：宏观经济学、微观经济学

二、课程简介

消费者行为学是研究个人或组织选择、购买、使用或淘汰产品、服务、思想或经验以满足其需求的整个过程的学科。具体而言，本课程介绍消费者行为学的有关基本理论，包括消费者个人的认知、学习和记忆、动机、情境、价值观、自我等。同时对消费者决策过程、影响消费者决策和行为的各种因素包括态度、组织、社会媒体、社会阶层和生活方式等进行了分析和探讨。

Consumer behavior is the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires. Specifically, this course introduces the basic theories of perception, learning and memory, motivation,global values and the self of consumers as individuals. It also deals with the process of decision making, how different factors including attitudes,groups,social media, social class and lifestyls affect decision making and consumer behavior.

三、课程性质与教学目的

消费者行为学是金融学（“2+2”实验班）本科生的专业必修课。通过课程学习，让学生能够掌握消费者行为学的基本理论，包括消费者个体的自我、知觉、学习和记忆、动机和价值观，消费者的决策过程、购买与处置行为，消费者决策如何受到自身态度、外部群体、社会化媒体、生活方式及文化等因素的影响等，并能够将理论与中国的实际相结合。

通过课程学习，对比中外差异，分析文化背景、经济发展、“中国制造”崛起等对消费能力与行为的重要影响，帮助学生增加“四个自信”，树立正确的人生观、价值观和消费观。

四、教学内容及要求

**第一章 导言**

**Chapter 1 Buying, Having, and Being:An Introduction to Consumer Behavior**

（一）目的与要求

Make the students to master the definition of consumer behavior and the way how to segment consumers into groups. To be familiar with the main variables of demographics , the definition of heavy users and the rule of 80/20. To understand the meaning of sychographics , Big Data and database marketing.

（二）教学内容

1.主要内容

Consumer Behavior: People in the Marketplace

What Is Consumer Behavior?

Consumers’ Impact on Marketing Strategy

Marketing’s Impact on Consumers

2.基本概念和知识点

demographics； the rule of 80/20；heavy users；database marketing；Needs and Motivation

1. 问题与应用（能力要求）

Why the marketers need to segment consumers into groups according to the main variables of demographics? Understand the market application of heavy users and the rule of 80/20. How Big Data and database marketing are changing people’s lives?

（三）思考与实践

Why the marketers need to divide the consumers up? Is there the other way to segment consumers except for demographics?

（四）教学方法与手段

本章教学主要采用课堂讲授、多媒体教学、分组讨论、课堂讨论等。

**第二章 消费者决策和行为**

**Chapter 2 Decision Making and Consumer Behavior**

（一）目的与要求

Master the three categories of consumer decision making. Be familiar with Steps in the Cognitive Decision-Making Process. Understand the meaning of Consumer Involvement.Master the definition of Habitual Decision Making and Affective Decision Making. Be familiar Heuristics,the Mental Shortcuts. Understand Emotions and Consumption and How Social Media Tap into Our Emotions.

（二）教学内容

1.主要内容

Consumer Involvement

Types of Involvement

Cognitive Decision Making 47

Habitual Decision Making 58

Decision-Making Biases and Shortcuts

Heuristics: Mental Shortcuts 62

Affective Decision Making

2.基本概念和知识点

Consumer Involvements； Cognitive Decision Making；Habitual Decision Making；Affective Decision Making；三类消费决策的区别

3.问题与应用（能力要求）

Understand the main categories of consumer decision making and the meaning of Consumer Involvement. What kind of marketing strategies usually used in consider of these theories?

（三）思考与实践

Share a situation in which you searched for information deliberately and one in which you had developed product knowledge incidentally.

How would you say the variations in information search affected your decision?

（四）教学方法与手段

本章教学主要采用课堂讲授、多媒体教学、分组讨论、课堂讨论等。

**第三章 文化因素对消费者决策的影响**

**Chapter 3 Cultural Influences on Consumer Decision Making**

（一）目的与要求

Make the students to master the definition of Consumer Values.

（二）教学内容

1.主要内容

Cultural Systems

Cultural Values

Core Values

How Do Values Link to Consumer Behavior?

**【思政元素融入】 西方核心价值观 & 社会主义核心价值观**

通过对比中西方文化差异及其对消费者行为的影响，弘扬中华传统文化和社会义核心价值观，建立文化自信、道路自信。

融入方式：案例分析，小组讨论

2.基本概念和知识点

Core Values;Cultural Values

3.问题与应用（能力要求）

How Consumer Values influence consumers’ behavior in China? Provide examples.

（三）思考与实践

What do you think are the three core values that best describe Chinese today?

（四）教学方法与手段

本章教学主要采用课堂讲授、多媒体教学、分组讨论、课堂讨论等。

**第四章 消费者和社会福利**

**Chapter 4 Consumer and Social Well-Being**

（一）目的与要求

Make the students to be familiar with the meaning of Business Ethics and Consumer Rights. To understand the Major Policy Issues Relevant to Consumer Behavior.

（二）教学内容

1.主要内容

Business Ethics and Consumer Rights

Consumers’ Rights and Product Satisfaction

Major Policy Issues Relevant to Consumer Behavior

The Dark Side of Consumer Behavior

**【思政元素融入】 攀比性消费 & 上瘾性消费的危害**

通过与学生讨论两类消费行为，分析其负面将就，帮助学生思考：我们应当倡导怎样的消费观？

融入方式：小组讨论

2.基本概念和知识点

Business Ethics；Consumers’ Rights；Data Privacy and Identity Theft；Consumer Terrorism;Addictive Consumption

3.问题与应用（能力要求）

Why Business Ethics and Consumer Rights are important? Try to understand the Major Policy Issues Relevant to Consumer Behavior by reminding the examples in our daily lives.

（三）思考与实践

How to deal with Addictive Consumption?

（四）教学方法与手段

本章教学主要采用课堂讲授、多媒体教学、分组讨论、课堂讨论等。

**第五章 认知**

**Chapter 5 Perception**

（一）目的与要求

Make the students to master the definition of Sensation and Perception. To be familiar the theory and practice of Sensory Marketing. To understand our sensory systems and the inputs our five senses detect. Master the three-stage process of perception and sensory thresholds; Be familiar the way marketers get attention. Understand the meaning of Perceptual Selection

（二）教学内容

1.主要内容

Sensation 173

Vision 175

Dollars and Scents 178

Sound 180

Touch 181

Taste 182  
The Stages of Perception 184

Stage 1: Exposure 184

Stage 2: Attention 187

Stage 3: Interpretation

2.基本概念和知识点

Sensation；Scents marketing; sensary marketing;sensory thresholds;Perceptual Selection

3.问题与应用（能力要求）

Be familiar with the theory and practice of Sensory Marketing. Be familiar the way marketers get attention and provide several examples.

（三）思考与实践

Some studies suggest that as we age, our sensory detection abilities decline.

What are the implications of this phenomenon for marketers who target elderly consumers?

（四）教学方法与手段

本章教学主要采用课堂讲授、多媒体教学、分组讨论、课堂讨论等。

**第六章 学习与记忆**

**Chapter 6 Learning and Memory**

（一）目的与要求

Master the principle and application of Classical conditioning,Instrumental conditioning and Observational learning. Be familiar the meaning of Stimulus Organization, the Gestalt psychology. Understand the meaning of Schema and Semiotics .Master the definition of Consumer Socialization and our Memory Systems. Be familiar with the Marketing Power of Nostalgia.

（二）教学内容

1.主要内容

Consumer Behavior: People in the Marketplace 5

What Is Consumer Behavior?

Consumers’ Impact on Marketing Strategy

Marketing’s Impact on Consumers

**【思政元素融入】 如何做一个内心强大的人？——“一朝被蛇咬，十年怕井绳”告诉我们什么？**

以生活中的条件反射“一朝被蛇咬，十年怕井绳”为例，分析背后的理论基础和心理原因。告诉学生一个道理：从逆境中奋起，不被过去的经历左右，做一个内心强大的人。

融入方式：小组讨论

2.基本概念和知识点

Classical conditioning；Instrumental conditioning; reinforcement; Observational learning; Consumer Socialization; Nostalgia

3.问题与应用（能力要求）

Understand the main difference between classical and instrumental conditioning. Understand how we retrieve Memories and how our memories store information when we decide what to buy.

（三）思考与实践

Some advertisers use well-known songs to promote their products. They often pay more for the song than for original compositions.

Why do advertisers do this? How does this relate to learning theory?

（四）教学方法与手段

本章教学主要采用课堂讲授、多媒体教学、分组讨论、课堂讨论等。

**第七章 自我**

**Chapter 7 The Self**

（一）目的与要求

Master the definition of Self-Concept and the Multiple Selves. Be familiar the The Extended Self . Understand the meaning of the digital self and body image.

（二）教学内容

1.主要内容

The Self

Self-Concept 250

Symbolic Interactionism 253

The Extended Self 254

The Digital Self 257

Personality

Brand Personality

Body Image

**【思政元素融入】 “做最好的自己！”**

结合Self-Concept、Multiple Selves等概念的阐述，指出self概念的主观性。结合自己的学习经历，告诉学生要每天自我激励：You can be the best。

融入方式：经历分享

2.基本概念和知识点

Self-Concept；Multiple Selves;The Extended Self；Body Image

3.问题与应用（能力要求）

Why the Self-Concept is so important? How to understand the Multiple Selves and its meaning for marketing?

（三） 思考与实践

Construct a “consumption biography” of a friend, family member, or classmate.

（四）教学方法与手段

本章教学主要采用课堂讲授、多媒体教学、分组讨论、课堂讨论等。

**第八章 态度和劝导**

**Chapter 8 Attitudes and Persuasion**

（一）目的与要求

Make the students to master the ABC Model of Attitudes and the Consistency Principle. To be familiar the Self-Perception Theory. To understand the Hierarchies of Effects and three forms of Attitude Commitment. Make the students to master How Do Marketers Change Attitudes?

（二）教学内容

1.主要内容

The Power of Attitudes 301

The ABC Model of Attitudes 302

Hierarchies of Effects 303

How Do We Form Attitudes?

How Do Marketers Change Attitudes?

2.基本概念和知识点

Attitudes；the Consistency Principle；Self-Perception Theory；cognitive dissonance ; Post-purchase dissonance; Attitude Commitment

3.问题与应用（能力要求）

To be familiar with Some basic psychological principles that influence people to change their minds including the Consistency Principle,Post-purchase dissonance,Self-Perception theory, and so on.

（三）思考与实践

Can you think of a time that you were persuaded by marketing? Which of the persuasion tactics were used and in what way?

（四）教学方法与手段

本章教学主要采用课堂讲授、多媒体教学、分组讨论、课堂讨论等。

**第九章 群组和情境对消费者行为的影响**

**Chapter 9 Group and Situational Effects on Consumer Behavior**

（一）目的与要求

1. Master the main Situational Effects on Consumer Behavior. Be familiar the main aspects of retail theming. Understand the Reasons for Shopping and E-Commerce.Make the students to master the definition of Store Image and Reference Groups. To be familiar the meaning of Social power. To understand In-Store Decision-Making and how Reference groups influence us.

2.Master the definition of B2B Decision-Making and Family Decision-Making. Master the definition of the Family Life Cycle. Be familiar with the types of Family Decision-Making. Understand the Sex Roles and Family Decision-Making

（二）教学内容

1.主要内容

Situational Effects on Consumer Behavior

The Shopping Experience

The Social Power of Groups

Collective Decision-Making

2.基本概念和知识点

Retail theming；Store Image；Reference Groups；Social power; Point-of- purchase (POP) stimuli;Family Life Cycle

3.问题与应用（能力要求）

Why the marketers need to understand the Situational Effects on Consumer Behavior? Site examples for marketing applications of Store Image and Reference Groups.

Discuss and understand the implications of China’s birth policy and aging problems on consumers’ behavior.

（三）思考与实践

Universities have all types of reference groups, with members representing all types of social power. Think back and try to identify people who had each type of social power.

（四）教学方法与手段

本章教学主要采用课堂讲授、多媒体教学、分组讨论、课堂讨论等。

**第十章 消费者身份I: 性别角色和亚文化**

**Chapter 10 Consumer Identity I:Sex Roles and Subculturesr**

（一）目的与要求

Make the students to master Sex Role Socialization and Sex-Typed Products. To be familiar Gender Differences in Socialization. To understand the meaning of Ethnic and Racial Subcultures

（二）教学内容

1.主要内容

Consumer Identity 405

Gender Identity 406

Sex Role Socialization 407

Gender Identity Versus Sexual Identity 409

Sex-Typed Products 410

Ethnic and Racial Subcultures

**【思政元素融入】 我们的民族文化和民族团结**

引入中国民族构成和我国的少数民族政策，探讨消费行为习惯的民族差异；强调尊重民族差异和民族大团结对中华崛起的重大意义。

融入方式：图片、视频分享，教室讨论

2.基本概念和知识点

Sex Role Socialization；Sex-Typed Products；Ethnic and Racial Subcultures

3.问题与应用（能力要求）

Using the basic theories of Gender Identity and Sex Role Socialization to analyze the marketing practice in China.

（三）思考与实践

Identify some of the subcultures to which you belong. How do you identify with these subcultures?

（四）教学方法与手段

本章教学主要采用课堂讲授、多媒体教学、分组讨论、课堂讨论等。

**第十一章 消费者身份II: 社会阶层和社会方式**

**Chapter 11 Consumer Identity II:Social Class and Lifestyles**

（一）目的与要求

Master the definition of Age Subcultures and the main Generational Categories. Be familiar with the relation between Income and Consumer Identity. Understand the Great Recession and Its Aftermath. Master the Components of Social Class. Be familiar with Lifestyle marketing and the Pecking Order theory.Understand the Social Class in the United States and all around the world.

（二）教学内容

1.主要内容

Income and Consumer Identity 455

Income Patterns 455

The Great Recession and Its Aftermath 457

Materialism and Economic Conditions 459  
Social Class and Consumer Identity

Lifestyles and Consumer Identity

**【思政元素融入】 社会弱势阶层和中国扶贫政策的重大意义**

运用图片和数据展示中国低收阶层现状，介绍中国的扶贫政策成就，引导学生思考：为何要高度重视扶贫？扶贫对扩大内需和促进消费的重大意义。

融入方式：图片、视频分享，小组讨论

2.基本概念和知识点

Social Class; Age Subcultures； Consumer Confidence；Consumer Identity; Lifestyle marketing

3.问题与应用（能力要求）

Understand the importance of Social Class and Consumer Identity for marketing. Try to use the principles of Lifestyle marketing and the Pecking Order theory to analyze the cases in the real world.

（三）思考与实践

How does your own attitude toward spending affect your general shopping patterns?

（四）教学方法与手段

本章教学主要采用课堂讲授、多媒体教学、分组讨论、课堂讨论等。

**第十二章 网络消费者行为：口碑、社交媒体和时尚**

**Chapter 12 Networked Consumer Behavior: Word-of-Mouth, Social Media,and Fashion**

（一）目的与要求

Make the students to master the definition of Word-of-Mouth Communication and Opinion leaders. To be familiar the main types of Opinion Leaders. To understand the Postpurchase Satisfaction problems.

（二）教学内容

1.主要内容

Word-of-Mouth Communication

Negative WOM: The Power of Rumors

Opinion Leadership

How Inﬂuential Is an Opinion Leader?

Types of Opinion Leaders

How Do We Find Opinion Leaders?

The Social Media Revolution

**【思政元素融入】 新冠疫情后中国的“直播带货”及数字经济发展**

运用图片和数据展示“直播经济”现象，分析其在中国发生和发展的技术基础，探讨数字经济对我国“双循环”格局的重大意义，增强学生的“四个自信”。

融入方式：小组作业，PPT讨论

2.基本概念和知识点

Word-of-Mouth Communication；Postpurchase Satisfaction；Opinion leaders

3.问题与应用（能力要求）

Understand the meaning of Word-of-Mouth Communication and Opinion leaders in the Internet era. Try to explain the main strategies Tmall and Jingdong used in China compared with the practices as in Amazon.

（三）思考与实践

How to understand the influence of Word-of-Mouth Communication and Opinion leaders

（四）教学方法与手段

本章教学主要采用课堂讲授、多媒体教学、分组讨论、课堂讨论等。

五、各教学环节学时分配

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **教学环节**  **教学时数**  **课程内容** | **讲**  **课** | **习**  **题**  **课** | **讨**  **论**  **课** | **实验** | **其他教学环节** | **小**  **计** |
| Chapter 1 | 6 |  |  |  |  | 6 |
| Chapter 2 | 3 |  | 1 |  |  | 4 |
| Chapter 3 | 1 |  |  |  | 1 | 2 |
| Chapter 4 | 1 |  | 1 |  |  | 2 |
| Chapter 5 | 4 |  | 1 |  |  | 5 |
| Chapter 6 | 3 |  |  |  | 1 | 4 |
| Chapter 7 | 3 |  |  |  |  | 3 |
| Chapter 8 | 3 |  | 1 |  |  | 4 |
| Chapter 9 | 4 |  | 1 |  |  | 5 |
| Chapter 10 | 2 |  |  |  | 1 | 3 |
| Chapter 11 | 1 |  |  |  | 1 | 2 |
| Chapter 12 | 2 |  | 1 |  | 1 | 4 |
| 总复习 | 4 |  |  |  |  | 4 |
| 合计 | 40 |  | 8 |  |  | 48 |

“各教学环节学时分配”中，“其它教学环节”主要指习题课、课堂讨论、课程设计、观看视频、现场参观等教学环节。

六、课程考核

（一）考核方式 闭卷考试

（二）成绩构成

平时成绩占比：60% 期末考试占比：40%

（三）成绩考核标准

60分及以上为及格，75-89分为良好，90分及以上为优秀。

思想品德有问题的学生，适当降低平时成绩分数。

七、推荐教材和教学参考资源

（一）推荐教材：

Michael R. Solomon,“Consumer Behavior：Buying, Having, and Being” ，publicer-Prentice Hall, 11th edition

（二）教学参考资源

1. Joseph L. Wisenblit, Leon G. Schiffman,“Consumer Behavior” ，Prentice Hall PTR,11th Edition

2.Deaton, Angus; John, Muellbauer, “Economics and Consumer Behavior”，New York Cambridge University Press.1980.

3.网站：

国家统计局：http://www.stats.gov.cn/

八、其他说明

大纲修订人： 李亚青 修订日期：2020年12月

大纲审定人： 审定日期：2020年12月