



CONSUMER BEHAVIOR MODULE

COURSE CODE: N550-2 BALA

Semester IV – International Business and Marketing



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BUSINESS MANAGEMENT - SWISS GERMAN
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Module Overview

This learning module is designed for students enrolled in the Consumer Behavior course. By utilizing a Project-Based Learning (PBL) framework, it integrates theoretical foundations with real-world applications. Students will collaboratively analyze a global brand, conduct consumer research, and propose strategic marketing improvements tailored to diverse cultural contexts.

Learning Outcomes

- a) By the end of this module, students will be able to:
- b) Understand and apply key consumer behaviour theories.
- c) Collect, analyze, and interpret consumer data using digital tools.
- d) Evaluate cultural influences on consumer perception.
- e) Assess marketing strategies of global brands.
- f) Develop region-specific consumer engagement strategies.

General Information

Class Session	: Following the schedule from SGU Academic from Monday to Friday.
Room	: Subject to be changed based on academic arrangement
Instructor(s)	: Nila Krisnawati, SE.MM.
Book	: Consumer Behavior – Buying, Having and Being Eleventh Edition – Global Edition
Publisher	: Pearson Education Limited, 2020
ISBN 20	: 1-292-01741-4
Author	: Michael R. Solomon

Course Description

Consumer Behavior is a course about the processes involved when people search, select, purchase, use, and dispose of goods, services, ideas and experiences. This course examines the strategic implications of the internal, external and decision-making factors that impact consumer's purchasing and consuming patterns with emphasis on managerial applications.

Consumer Behavior in Business Department – Swiss German University is designed for International Business Marketing students in semester four who have basic knowledge of marketing. They have passed the Principal Marketing subject in semester two and have limited experience in dealing with consumer in the internship program in semester three.

Course Objective

The overall goal of this course is to provide students with a thorough understanding of the internal and external factors that influence consumer behavior, and to develop an appreciation of the importance of consumer behavior in marketing and in today's business world. Therefore, the major objectives for this course as follows:

1. To learn the process of consumer decision-making and its determinants, and its implications for marketing strategy. Concepts and theories covered in this course are essential for consumer analysis and the development of effective marketing strategies.

2. To understand the major psychological influences on consumer behavior and their practical significance.
3. To determine how individuals and groups influence consumer behavior, and how marketers utilize this knowledge to help achieve organizational objectives.
4. To comprehend the role of cultural norms and values in consumer behavior..
5. To gain a better understanding of consumer and marketer ethics and ethical issues surrounding consumer behavior.
6. To integrate and apply the concepts learned in the course through experiential activities and assignments.

The students will also conduct the group project to gain the consumer's insight on specific field of industries. Topics include internal influences such as motivation and involvement, personality, self-image, life-style, perception, learning, attitude formation and change, and communication; external influences such as culture, subculture, social class, reference groups and family, and the diffusion of innovations; consumption pattern and consumer decision-making.

Studying this subject will also help develop students' on the critical thinking, appreciation of cross-cultural differences, and oral and written communication skills.

Learning Outcomes:

The learning outcomes will be related with the competencies shaped during the learning process. There are consist of Knowledge (K), Skills (S) and General Knowledge (GK).

Knowledge (K):

- o Learn key concepts and theories of consumer behavior. (K1 – SKPI)
- o Learn psychological theories relevant for understanding consumer behavior. (K1 – SKPI)
- o Learn how different aspects of the environment influences consumer behavior. (K8 – SKPI)
- o Learn what marketing strategy is and how it influences consumer behavior. (K1 – SKPI)

Skills (S):**o Problem Solving (S3-SKPI):**

1. Critically evaluate the effectiveness of various advertisement and promotions and their attempts to influence the behaviors of individuals. (S3-SKPI)

o Decision Making (S5-SKPI) :

1. Able to develop *appropriate marketing strategies* for different segments and behavior of consumers.
2. Demonstrate how as a marketer you can use your knowledge of consumer behavior concepts to develop *better marketing programs and strategies* to influence those behaviors.

o Empirical study (S6-SKPI)

1. Complete a project that demonstrates both your working knowledge and analytical skills in assessing the consumer consumption style or decision-making process.
2. Analyze the trends in consumer behavior, and apply them to the marketing of an actual product or service.

o Communicate Effectively (S6-SKPI)

1. Individual and Group Presentation for each tasks and project progress.

General competencies:

Develop skills important to successful performance in managerial positions. These include managing a reasonably complicated and ill-defined project, working in groups, and develop effective oral and written presentation skills.

Assessment

In order to successfully complete the course, students must comply with the assessment method below. It is also strongly recommended that students complete all assignments in order to achieve the learning objectives of the course. The detailed scores allocation will also comply with the university's system on the following basis:

Description	Score for Mid Term	Score for After Mid Term	Score for Final Term
Quizzes (2/3 times in semester) *	√	√	
Participants Centered Learning (PCL) *	√	√	
Assignment 1: Selected Journal (Individual)	√		
Assignment 2: Presentation and Report on Journal Summarizing (Individual/Group) **		√	
Assignment 3: Presentation on Project Progress, 2-3 times (chapter 1, 2 and 3, 4 and 5)**		√	
Task Performance from Module Book**		√	
Final Project: Submit the Report Project			√
Final Project - Exam			√ (30%)
Total			
Note: * Score would be averagely accumulated ** Score of Assignment 2 & 3 would be averagely accumulated for After Mid Term			

Assessment type/scale Grade	Description	Qualitative description of valuation criteria
A	Excellent	An excellent performance, clearly outstanding. The candidate demonstrates excellent judgment and a high degree of independent thinking.
B	Very good	A very good performance. The candidate demonstrates sound judgment and a very good degree of independent thinking.

C	Good	A good performance in most areas. The candidate demonstrates a reasonable degree of judgment and independent thinking in the most important areas.
D	Sufficient	A satisfactory performance, but with significant shortcomings. The candidate demonstrates a limited degree of judgment and independent thinking.
F	Fail	A performance that does not meet the minimum academic criteria. The candidate demonstrates an absence of both judgment and independent

Final Assessment

Final exam – 30%:

A three hours examination with no books/materials available (closed book) will be given at the end of the semester. The exam will be graded, and will count 60% of the final grade

Projects:

Throughout the semester students will work in groups on mini-projects and present their work for the class. Each student is expected to participate in at least two presentations before taking the exam.

ATTENDANCE REQUIREMENTS

Class attendance is required and accurate records of attendance will be kept. Cumulative absences may result in a lowered grade or loss of credit for the course. While every effort should be made to attend class, a limited number of absences may occur. Whether an absence is excused or not, the student is responsible for the material covered, assignments given and the learning that took place during the absence.

Tardiness will cause an absent (comply to SGU’s academic regulation). Any student coming to class after it begins will be considered tardy for that class. Any student leaving class before it is completed will be considered tardy as well.

CLASS COMMITMENT

Until proven otherwise, it is assumed that all students in this class are adults and act accordingly. That includes respect for fellow students. Students are expected to behave as ladies and gentlemen including, but not limited to, the following:

- o No talking out of turn.
- o No disruptive behavior.
- o No cellular devices on during class.
- o No extra materials brought to class.
- o No hats/improper apparel.
- o No food or drink is in the classroom.

Note : Business attire at a presentation session is mandatory

GROUP ASSIGNMENT

ARTICLE ANALYSIS – CONSUMER BEHAVIOR

I. Preview

You will be chosen in a group to analyze an article in a journal, however each student must submit one article before decided by the group to be considered as article analysis assignment. Please visit www.proquest.com, or Ebscohost.com to search the article in consumer behavior field. You may also use the *Journal of Consumer Research*, the *Journal of Marketing*, or *Marketing Science*. (Further access password is available at SGU's library)

The selected article is highly recommended following the condition below:

- The previous five years
- Topic should be Interesting, follow a current update, shows a novelty
- Match with the contents described at syllabus

II. Scope of Analysis

1. The selected topic related with subject content at syllabus
2. The brief statement; what makes this topic interesting and valuable for the group
3. The objectives and hypotheses of the research
4. The methodology (quantitative or qualitative, observed variable(s), source of data, the population, sample size)
5. The updates literatures used at the article
6. The key results or research finding (conclusion)
7. The recommendation(s) from the research result

III. The assessment criteria:

1. Year of publication: max. 20%
 - a. >2010 : 30 points
 - b. 2009 – 2004 : 20 points
 - c. < 2004 : 10 points

2. Content: max. 60%
 - a. Concise and relevant
 - b. The newest issues on the consumer behavior
 - c. Variable measured are well explained
 - d. Capturing seven areas of analysis

3. Presentation and papers: max. 20%
 - a. Time Management
 - b. Printed article, summary in word format and slide in power point format should be submitted before presentation
 - c. Team involvement during presentation

Note :

- *The student who is excuse for the presentation will loose the opportunity only on 20% of score weight.*
- *Please see the syllabus for the group presentation schedule*

PROJECT – CONSUMER BEHAVIOR

A. PREVIEW

The project will be conducted in a group with maximum four students. The activity will take the whole one semester consist of several activities such discussion, survey, report preparation and presentation, report submission. The topic will be focused on consumer analysis toward their experience(s) and attitude in potential sector of industries. The group will choose the sector of industries from the lecturer. The analysis will use Net Promoter Score Model and Fishbein Model. Available sector of industries will be concentrated on high involvement product/services category:

- a. Higher Education
- b. Minimarket/Hypermarket
- c. Airlines
- d. Hotel
- e. Hospital
- f. Learning Centre such as language learning centre and others.

B. LEARNING OUTCOME

- To apply an exploratory research on the preliminary stage through observation, interview, survey and data analysis.
- To recognize the tools/instruments used to measure consumer experience and attitude toward particular product and service.
- To demonstrate an effective writing skill through report preparation.
- To understand the consumer insight as fundamental findings for an effective marketing strategy.

C. CONTENT GUIDELINE

CONSUMER ANALYSIS ON – A CASE STUDY OF “XYZ” BRAND’S CONSUMERS AT BSD CITY

Table of Content

CHAPTER I – INTRODUCTION - min. 3 pages

- Brief profile of “XYZ” industry and followed by its specific product/brand
- Explain the current condition of the selected sector/industry (use secondary data from reputable sources)
- Why does it interesting?
- How’s the consumer condition in this sector/industry?
- Explain your research objective

CHAPTER II – LITERATURE REVIEW – min. 5 pages

- Select the close/relevant theory related with the topic.
- You may use Consumer Behavior book, article on journal or other potential sources
- For example:
 - 2.1. Consumer
 - a. Explain the definition based on some literatures
 - b. Why do the consumers are very important for the business
 - 2.2. Airlines Industries
 - a. The growth of airline industry in Indonesia
 - b. others
 - 2.3. etc.

CHAPTER III – METHODOLOGY – min. 5 pages

- a. Type and source of data : primary and/or secondary
- b. Who are your population? And how many sample of your respondents
- c. What variable that you use?

- d. How would you design your measurement? (Hint : NPS and Fishbein Model)
- e. Your question design.

CHAPTER IV – DISCUSSION AND FINDING – min.10 pages

- a. Respondent profile (based on age, gender, education, etc.) – use the chart/diagram (pie, bar, line, etc.)
- b. Consumer Analysis on “Moment of Truth Experience” by NPS Model and its interpretation
- c. Consumer Analysis on “Attitude” by Fishbein Model and its interpretation

CHAPTER IV CONCLUSION AND RECOMMENDATION – min. 2 pages

- a. Conclusion
- b. Recommendation for marketing strategy development

References – bibliography – 2 pages

Enclosures (pictures, brochures, others) – 2 pages

D. WRITING FORMAT

- Word Format
- A4 Paper, 80 gr, Font : 12, Times New Romans, 1,5 space, margin: 3,5 cm
- Put the title and page at footer page
- 1 (one) page of Cover
- Table of contents
- List of table/graphs
- List of references (back of page)
- Minimum 30 pages, not including cover

E. SUBMISSION

- a. Output : Print out Report and CD
- b. The Submission: end of course (June 2016)
- c. Late Submission will reduce to: 5 points per day

F. ASSESMENT CRITERIA

- **Appearance : 15%**
 - a. Clean, Clear, concise and comprehensive
 - b. Professional appearance
- **Content : 60%**
 - a. Shows significant consumer Insight analysis/findings
 - b. Strong evidence
 - c. Relevant data
 - d. Deep analysis
 - e. Other supporting document: flyer/brochure, etc
- **Sources : 15%**
 - a. Latest edition : no longer than 5 years
 - b. International and reputable sources ; from research/report, etc
- **Submission Date : 10%**
 - a. Late submission will reduce 5% per day

NOTE :

Academic dishonesty includes (but is not limited to) copying the homework or papers of others, plagiarism or other use of published materials without complete citations. Plagiarism occurs when five or more words that are NOT your own are used in succession without using appropriate quotation, citation, and specifying sources, including page numbers. There is a well-defined procedure to judge such cases, and will lead to "FAILURE" of Project.

Lecturers contact:

1. Nila K.Hidayat , nila.hidayat@sgu.ac.id
Subject Consultation : Wednesday – 14.00 – 16.00pm

Chapter 1

Introduction to Consumer Behavior – Understanding the Consumer Project Analysis

Learning Outcomes

After completing this chapter, students are expected to be able to:

1. Define the concept of consumer behavior and explain its significance in marketing.
2. Understand key theoretical models of consumer decision-making, particularly the Engel-Blackwell-Miniard (EBM) model.
3. Analyze the importance of consumer behavior in the context of global brand strategy and international markets.

1.1 Introduction

Consumer behavior is the study of how individuals or groups select, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires. It goes beyond the act of purchasing to include pre-purchase and post-purchase activities, social influences, psychological drivers, and personal motivations.

Understanding consumer behavior helps businesses:

- a) Design better products and services.
- b) Position their brand effectively in different markets.
- c) Create tailored marketing strategies that match cultural and demographic differences.

1.2 Definition and Importance of Consumer Behaviour

Consumer behaviour is defined as the process through which people make purchase decisions and the factors that influence these decisions. It includes cognitive, emotional, and behavioural responses to products and services.

Why is it Important?

- a) **Strategic Marketing Decisions:** Helps marketers understand what consumers want and why.

- b) **Segmentation and Targeting:** Aids in identifying market segments and customizing offerings.
- c) **Global Relevance:** In global markets, understanding cross-cultural differences in behaviour is critical to success.

1.3 Key Theoretical Models

Engel-Blackwell-Miniard (EBM) Model

One of the foundational models in consumer behaviour is the Engel-Blackwell-Miniard model. It outlines a **five-stage process** in decision-making:

1. **Problem Recognition:** The consumer recognizes a need or problem.
2. **Information Search:** Seeks internal and external information.
3. **Evaluation of Alternatives:** Compares different options.
4. **Purchase Decision:** Makes the final purchase.
5. **Post-Purchase Behaviour:** Evaluates the satisfaction and likelihood of repeat purchase.

This model also includes **influencing factors**, such as environmental influences (culture, social class, family) and individual factors (motivation, personality, beliefs).

1.4 Relevance to Global Marketing

In global marketing, understanding consumer behaviour helps brands to:

- Tailor communication and campaigns across cultures.
- Develop products that suit regional preferences.
- Identify universal vs. localized motivators of purchase.

For instance, a brand like **Coca-Cola** customizes its product packaging, messaging, and even flavour in different countries, driven by insights into local consumer behaviour.

Another example: **Unilever** uses consumer insights to adapt product sizes and pricing strategies to match purchasing habits in developing economies.

1.5 Reflective Questions

- a) Why is understanding consumer behaviour more complex in international markets?
- b) What role does culture play in shaping buying decisions?
- c) How does the Engel-Blackwell-Miniard model apply to your recent purchase experience?

1.6 Exercise

TASK 1

What is your “first impression” on Consumer Behavior Subject?

TASK 2

Please briefly summarize the video on “Global Consumer Trends”!

TASK 3

Motivation refers to the process that lead the people to behave as they do. It occurs when a need is aroused that the consumer wishes to satisfy. The needs create a state of tension that drives the consumer to attempt to reduce or eliminate it. (Solomon, 2015,39).

Please identify your type of motivation to consume. Are you “Utilitarian” or “Hedonic”? Please identify some indicators!

TASK 4

What kind of relationship do you have with your smartphone? How this feeling/relationship could develop with the product.

1.7 Summary

- Consumer behaviour is essential for designing relevant marketing strategies.
- The Engel-Blackwell-Miniard model provides a structured understanding of consumer decision-making.
- Insights into consumer behaviour are even more critical in global marketing due to cultural and contextual differences.

1.7 References

- Engel, J.F., Blackwell, R.D., & Miniard, P.W. (2001). *Consumer Behavior*. Harcourt.
- Schiffman, L.G., & Kanuk, L.L. (2010). *Consumer Behavior* (10th Ed.). Pearson.
- Solomon, M.R. (2018). *Consumer Behavior: Buying, Having, and Being*. Pearson.
- Kotler, P., & Keller, K.L. (2016). *Marketing Management* (15th Ed.). Pearson.
- Hofstede, G. (2001). *Culture's Consequences: Comparing Values, Behaviors, Institutions and Organizations Across Nations*. Sage Publications.

Chapter 2

Consumer and Social Well-Being

1. Learning Outcomes

By the end of this chapter, students will be able to:

1. Understand the ethical and social implications of marketing on consumer well-being.
2. Evaluate how marketing strategies influence individual and societal well-being.
3. Analyse the role of corporate social responsibility (CSR) and sustainability in shaping consumer behaviour.
4. Discuss global issues such as overconsumption, consumer addiction, and vulnerable consumers.

2. Core Content

2.1 What is Consumer Well-Being?

Consumer well-being refers to the overall satisfaction, health, and quality of life consumers experience in relation to their consumption patterns and marketing exposure. It considers emotional, physical, financial, and social aspects.(Solomon, 2021)

2.2 Ethical Issues in Consumer Behaviour

There are some ethical issues in consumer behaviour such as following :

- a) Deceptive advertising and manipulation
- b) Privacy concerns in digital marketing
- c) Marketing to children and vulnerable groups
- d) Planned obsolescence and consumer frustration

2.3 Social Responsibility and Marketing Ethics

- The need for transparent, fair, and inclusive marketing.
- Examples of ethical global campaigns (e.g., Dove's Real Beauty, Patagonia's environmental sustainability).
- Understanding cause-related marketing and greenwashing pitfalls.

2.4 Global Challenges in Consumer Behaviour

- Overconsumption and environmental degradation
- Digital addiction and algorithm-driven consumption
- Consumer vulnerability in low-income or developing markets

2.5 Promoting Consumer Empowerment and Equity

- Fair trade practices and inclusive branding.
- Product design that supports accessibility and well-being.
- Companies shifting toward triple bottom line: People, Planet, Profit.

3. Exercise / Learning Activities

A. Mini Case Discussion

Starbucks and Ethical Sourcing:

How has Starbucks promoted consumer well-being through ethical sourcing and community building?

B. Group Discussion

Discuss a brand that has positively or negatively impacted consumer social well-being. Provide reasons.

C. Personal Reflection

Reflect on your last major purchase: Was it influenced more by need, trend, or social pressure? How did it affect your well-being?

TASK 1

Is it a problem that consumers have too many choices? Would it be better to have less choices? How does it affect consumer decision-making?

TASK 2



How useful are the Trip Advisor's reviews could help the consumer including yourself in searching for hotels, restaurants and attraction? Do they match with your opinion? Please browse using your smartphone to support your answer!

TASK 3

Do you agree that the expensive luxury goods could cause the consumer to feel extensive guilt?

What risky products have you considered recently?

Advertisers are often blamed for promoting a materialistic society by making their products as desirable as possible.

Do you agree with this?

- If yes, is materialism a bad thing?
- If no, what are your reasons?
-

Task 4

Please briefly explain the meaning of Darkside of Consumer Behaviour and give an example on each type of Darkside of CB.

4. Summary

Consumer behavior does not operate in a vacuum—it influences and is influenced by broader societal and ethical contexts. Brands today are challenged not only to serve consumer needs but also to promote responsible consumption, sustainability, and well-being. Marketers must balance profit with purpose, and consumers are increasingly making decisions based on values as well as value.

References

- Solomon, M. R. (2021). *Consumer Behavior: Buying, Having, and Being* (12th Global Edition). Pearson.
- World Economic Forum. (2020). *The Future of Consumption*.
- Harvard Business Review. (2022). *How Brands Can Support Consumer Well-Being Post-Pandemic*.

Chapter 3

Perception

3.1. Learning Outcomes

By the end of this chapter, students will be able to:

1. Define perception and understand how it differs from sensation.
2. Analyse the stages of perceptual processes and their implications in marketing.
3. Identify how global brands utilize perception to influence consumer decisions.
4. Evaluate cultural and psychological factors shaping perception in global markets.

3.2. Core Content

3.1 Understanding Perception vs. Sensation

- Sensation is the immediate response of our sensory receptors.
- Perception is the process by which we select, organize, and interpret sensations into a meaningful picture of the world. (Solomon, 2021)

3.2 The Perceptual Process

- Exposure: When a stimulus comes into range of someone's sensory receptors.
- Attention: The extent to which processing activity is devoted to a stimulus.
- Interpretation: The meanings we assign to sensory stimuli.

3.3 Factors Affecting Perception

- Personal factors: Experience, expectations, culture.
- Stimulus factors: Size, color, position, novelty.
- Situational factors: Context, environment, time.

3.4 Marketing Implications of Perception

- Perceptual mapping: Understanding how consumers perceive competing products.
- Sensory marketing: Using colors, sounds, and scents to shape consumer experience.
- Brand positioning: Crafting the right perception in a crowded market.

3.5 Cross-Cultural Perceptions in Global Branding

- Differences in color perception (e.g., red in China vs. USA).
- How advertising is interpreted differently across regions.

- Importance of understanding semiotics in global markets.

3. Exercises / Learning Activities

A. Perceptual Mapping Exercise

Choose two competing global brands (e.g., Coca-Cola vs. Pepsi) and create a perceptual map based on two dimensions: price and quality.

B. Sensory Branding Case Study

Discuss how brands like Apple or Starbucks use sensory elements to enhance consumer perception. What cultural adjustments might be needed in different regions?

C. Observation Assignment (Asynchronous)

Ask students to visit a retail store or e-commerce site and analyze how perceptual techniques are used in layout, color, signage, or online user interface.

4. Summary

Perception plays a crucial role in shaping how consumers experience brands. It's not just what a product is, but how it is perceived that's matters. Marketers must carefully manage stimuli exposure and interpretation, especially in culturally diverse global markets, to influence consumer choice and brand loyalty.

References

- Solomon, M. R. (2021). Global Consumer Behavior. Pearson.
- Solomon, M. R. (2021). Consumer Behavior: Buying, Having, and Being (12th Global Edition). Pearson.
- Keller, K. L. (2016). Strategic Brand Management. Pearson.
- HBR (2021). Why Sensory Branding Works in the Digital Age.

Chapter 4

Attitude and Decision Making Process

Learning Outcomes:

By the end of this chapter, students will be able to:

- Explain the stages of the consumer decision-making process.
- Analyze how attitudes are formed, changed, and influence consumer behavior.
- Apply decision-making models to real-world consumer scenarios.
- Understand the role of cognitive, affective, and behavioral components of attitudes in marketing.
- Evaluate marketing strategies designed to influence consumer decisions and attitudes.

Core Content:

- 1. Consumer Decision-Making Process:**
 - Problem recognition: Triggering consumer awareness of needs.
 - Information search: Internal and external sources.
 - Evaluation of alternatives: Criteria and decision rules.
 - Purchase decision: Influencing factors and potential barriers.
 - Post-purchase behavior: Satisfaction, cognitive dissonance, and loyalty.
- 2. Types of Consumer Decisions:**
 - Routine response behavior.
 - Limited decision making.
 - Extensive decision making.
 - Impulse buying.
- 3. Attitude Formation and Change:**
 - Components of attitude: Cognitive (beliefs), affective (feelings), and behavioral (intentions).
 - Theories of attitude change: Learning, cognitive dissonance, persuasion models (e.g., Elaboration Likelihood Model).
 - Role of attitude in consumer behavior and marketing effectiveness.
- 4. Multiattribute Attitude Models – Fishbein Model:**
 - Explanation of the Fishbein Multiattribute Attitude Model which evaluates consumer attitudes based on the sum of beliefs about an object's attributes weighted by the importance of these attributes.
 - Formula:

$$A_o = \sum (b_i \times e_i) \quad A_o = \sum (b_i \times e_i)$$

where A_o = overall attitude toward the object, b_i = belief strength about attribute i , and e_i = evaluation of attribute i .

- Application: How marketers use this model to understand consumer preferences and develop strategies to influence attitude by modifying beliefs or the importance of attributes.
- 5. **Models of Decision Making:**
 - Rational decision-making model.
 - Behavioral influence model.
 - Experiential decision-making model.
- 6. **Marketing Implications:**
 - How marketers influence each stage of decision making.
 - Techniques to change or reinforce attitudes (e.g., celebrity endorsements, social proof, message framing).
 - Managing post-purchase attitudes for brand loyalty.

Exercise / Learning Activity:

- **Case Analysis:** Identify a recent purchase you made and map it against the consumer decision-making stages.
- **Attitude Change Role Play:** In groups, practice designing marketing messages to change consumer attitudes toward a product.
- **Decision-Making Scenarios:** Analyze different buying situations and determine which decision-making type applies.

TASK 1

Is it a problem that consumers have too many choices? Would it be better to have less choices? How does it affect consumer decision-making?

TASK 2



How useful are the Trip Advisor's reviews could help the consumer including yourself in searching for hotels, restaurants and attraction? Do they match with your opinion? Please browse using your smartphone to support your answer!

TASK 3

Do you agree that the expensive luxury goods could cause the consumer to feel extensive guilt?

What risky products have you considered recently?

Summary:

Understanding consumer decision making and attitudes is crucial for effective marketing. Decisions range from routine to complex and are influenced by how attitudes are formed and changed. Marketers who grasp these concepts can better tailor strategies to guide consumers through their purchase journey and build lasting brand relationships.

References:

- Solomon, M. R. (2023). *Consumer Behavior: Buying, Having, and Being* (14th Global Edition). Pearson Education.
- Schiffman, L. G., & Wisenblit, J. (2019). *Consumer Behavior* (12th ed.). Pearson.
- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
- Petty, R. E., & Cacioppo, J. T. (1986). *Communication and Persuasion: Central and Peripheral Routes to Attitude Change*. Springer.

Chapter 5

Understanding Literature Review & Presentation for Consumer Behavior

1. Learning Outcomes

At the end of this chapter, students will be able to:

- Understand the purpose and importance of conducting a literature review in consumer behavior.
- Identify credible academic and industry sources related to global consumer behavior.
- Analyze and synthesize existing studies to frame research questions and project direction.
- Apply literature review techniques for preparing project-based consumer behavior analysis.
- Organize and present a structured literature review on a consumer behaviour topic.
- Communicate critical findings and theoretical frameworks effectively.
- Apply academic presentation standards using data, citations, and visual aids.

2. Core Content

4.1 Definition and Purpose of a Literature Review

- A literature review is a structured evaluation and summary of existing research on a specific topic.
- It provides a foundation for new research, helps to identify gaps, and builds theoretical understanding.
(Solomon, 2021; Creswell, 2017)
- **Purpose of a Literature Review Presentation**
 - Synthesizing academic sources around a research question.
 - Showing gaps in research, key concepts, and theoretical perspectives.
 - Demonstrating understanding and critical thinking.
- **Structure of the Presentation**
 - **Introduction:** Topic, research objective, and relevance.
 - **Body:** Key themes from literature, comparison of authors, theories.
 - **Critical Discussion:** Gaps, debates, or conflicting findings.
 - **Conclusion:** Summary of insights and research implications.
- **Visual and Verbal Communication**
 - Use of **PowerPoint/Canva** for visual clarity.
 - Referencing using APA 7th format.
 - Practicing academic language, avoiding reading slides word-for-word.

- **Teamwork in Presentation**
 - Roles: researcher, designer, presenter, coordinator.
- Importance of time allocation and clarity in transitions between presenters

4.2 Importance in Consumer Behavior Studies

- Identifies what is already known about consumer trends, decision-making processes, or marketing effectiveness.
- Helps justify why a particular brand, demographic, or market is chosen for project analysis.
- Ensures academic grounding in theories such as the **Engel-Blackwell-Miniard Model**, **Theory of Planned Behavior**, or **Hofstede's Cultural Dimensions**.

4.3 Identifying Sources

- **Academic Journals:** *Journal of Consumer Research*, *Journal of International Marketing*, *Harvard Business Review*.
- **Books:** *Solomon's Global Consumer Behavior*, *Kotler's Principles of Marketing*.
- **Industry Reports:** Statista, McKinsey, Nielsen, Euromonitor.

4.4 Organizing a Literature Review

- **Thematic grouping:** Organize sources by common themes (e.g., brand loyalty, cross-cultural influence).
- **Chronological:** Review development of a concept over time.
- **Methodological:** Compare studies based on how the research was conducted.

4.5 Writing a Review

- Summarize, synthesize, and critically evaluate sources.
- Connect studies to your consumer behavior project.
- Identify gaps and how your project will contribute.

3. Exercises / Learning Activities

A. Group Exercise – Thematic Review Matrix

Each group selects one global brand and finds 3–5 articles about its consumer behavior strategies. Organize findings by themes (e.g., trust, price sensitivity, cultural adaptation).

B. Individual Assignment – Literature Map

Create a visual map showing the relationships between key studies and concepts relevant to your chosen brand and market.

C. Class Discussion – Source Reliability

Compare two articles: one from an academic journal and another from a blog. Which is more reliable? Why?

Exercise Presentation. Instructions:

- a) Prepare a 7–10-minute group presentation summarizing key literature on your chosen global brand topic.
- b) Use at least **5 academic sources** (journals, books, industry reports).
- c) Include citations on slides and submit your reference list.

5.4. Assessment Criteria:

- a) Clarity and organization of ideas.
- b) Relevance of sources and depth of analysis.
- c) Visual design and communication skills.
- d) Teamwork and role clarity.

4. Summary

Conducting a literature review is an essential step in understanding consumer behavior in depth. It helps to ground students' projects in credible research, frame relevant issues, and inspire solutions that are informed by both theory and evidence. A strong literature review builds a solid foundation for data collection, analysis, and strategic recommendations in global brand studies.

Presenting a literature review sharpens your ability to communicate complex ideas and support arguments using academic references. This chapter emphasizes structured storytelling, source credibility, and collaboration, preparing you for deeper stages in consumer behaviour research and practical analysis.

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- Solomon, M. R. (2024). *Consumer Behavior: Buying, Having, and Being* (Global 14th ed.). Pearson Education.
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Chapter 6

Learning and Memory

Learning Outcomes:

At the end of this chapter, students will be able to:

- Understand and explain how consumers learn from marketing stimuli.
- Describe different learning theories including classical conditioning, instrumental conditioning, and cognitive learning.
- Analyze how memory processes (encoding, storage, retrieval) affect brand recall and recognition.
- Apply learning and memory theories to develop strategies for marketing communications and consumer engagement.

Core Content:

- 1. Introduction to Learning in Consumer Behavior:**
 - Definition of learning: a relatively permanent change in behavior caused by experience.
 - Difference between intentional and incidental learning.
 - Role of perception in learning processes.
- 2. Learning Theories in Marketing:**
 - **Classical Conditioning** (Pavlovian model): pairing a stimulus with a response.
 - Example: jingles, slogans, packaging design.
 - **Instrumental Conditioning** (Skinner's behaviorism):
 - Positive reinforcement, negative reinforcement, and punishment in advertising and loyalty programs.
 - **Cognitive Learning Theory:**
 - Observational learning, modeling, and vicarious experience.
 - Role of brand influencers and social proof.
- 3. Memory and Information Processing:**
 - **Stages of Memory:**
 - Sensory memory
 - Short-term (working) memory
 - Long-term memory
 - **Memory Encoding and Retrieval:**
 - How consumers process brand messages.
 - Factors influencing retrieval: salience, repetition, spacing effect.
- 4. Implications for Marketers:**
 - Building brand loyalty through reinforcement.
 - Enhancing memorability with storytelling and sensory cues.
 - Importance of consistency and emotional connection in brand messaging.

Exercise / Learning Activity:

- **Group Task:**
 - Each group selects a well-known advertisement and analyzes it based on one learning theory (classical, instrumental, or cognitive). Groups must identify how the ad utilizes memory triggers and evaluate its effectiveness.
- **Individual Task:**
 - Reflective writing: “Recall a brand you remember from your childhood. Why do you think it stayed in your memory?”

Summary:

Learning and memory are fundamental psychological processes influencing how consumers absorb and retain marketing information. Understanding how learning theories apply to advertising and branding strategies allows marketers to shape consumer behavior more effectively. Memory processes — from encoding to retrieval — play a key role in how consumers recognize, recall, and make decisions about brands.

References:

- Solomon, M. R. (2023). *Consumer Behavior: Buying, Having, and Being* (14th Global Edition). Pearson Education.
- Peter, J. P., & Olson, J. C. (2020). *Consumer Behavior and Marketing Strategy* (10th ed.). McGraw-Hill Education.
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Chapter 7

Motivation and Affect

Learning Outcomes:

By the end of this chapter, students will be able to:

- Define motivation and explain how it influences consumer decision-making.
- Distinguish between utilitarian and hedonic consumption motives.
- Identify different types of consumer needs and motivational conflicts.
- Understand the role of emotions (affect) in shaping consumer behavior and brand relationships.

Core Content:

1. **Introduction to Motivation in Consumer Behavior:**
 - Motivation as the driving force that leads consumers to act.
 - The **Motivational Process**: need recognition → drive → goal-directed behavior.
 - **Types of Consumer Needs**:
 - Biogenic vs. psychogenic needs
 - Utilitarian (functional) vs. hedonic (emotional) motivations
2. **Theories of Motivation:**
 - **Maslow's Hierarchy of Needs** and its relevance in marketing.
 - **Drive Theory**: internal tension that motivates action.
 - **Expectancy Theory**: behavior driven by expected outcomes.
 - **Motivational Conflicts**:
 - Approach–Approach
 - Approach–Avoidance
 - Avoidance–Avoidance
3. **Understanding Affect (Emotions and Mood):**
 - The emotional component of consumer responses.
 - Types of affective responses: moods, emotions, and evaluations.
 - Role of **affective states** in shaping product involvement and impulse buying.
 - Emotional branding: how brands evoke emotional attachments.
4. **Implications for Marketers:**
 - Designing emotionally resonant marketing messages.
 - Product positioning based on consumer motivations.
 - Creating brand experiences that tap into specific needs and emotions.

Exercise / Learning Activity:

- **Group Activity:**
 - Analyze an advertisement campaign (e.g., Nike, Apple, or Dove) and identify the motivational appeals used (e.g., self-esteem, belonging, security).
 - Present a short analysis of how the ad uses both motivational and emotional elements.
- **Individual Task:**
 - Reflective writing: “Think of a purchase you made recently driven by emotion rather than need. What triggered that emotion?”

Summary:

Motivation and affect are essential in understanding why consumers behave the way they do. Whether driven by needs or emotions, motivations influence how products are perceived, chosen, and remembered. Marketers who grasp these psychological drivers can craft more effective strategies that connect with consumers on both rational and emotional levels.

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- Solomon, M. R. (2023). *Consumer Behavior: Buying, Having, and Being* (14th Global Edition). Pearson Education.
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Chapter 8

The Self

Learning Outcomes:

By the end of this chapter, students will be able to:

- Define the concept of the self in consumer behavior.
- Explain how self-concept influences buying decisions.
- Analyze the relationship between actual self, ideal self, and consumption behavior.
- Understand how brands help consumers express and shape their identity.

Core Content:

1. **Defining the Self in Consumer Behavior:**
 - The self-concept: how individuals perceive themselves.
 - Dimensions of self: actual self, ideal self, social self, extended self.
2. **Self-Concept and Consumption:**
 - Consumers use products to express their identities.
 - Symbolic self-completion theory.
 - Self-image congruence models: how product image matches self-image.
3. **The Extended Self:**
 - How possessions become part of the self.
 - Four levels: individual, family, community, group.
4. **Gender Identity and the Self:**
 - Influence of gender roles on consumption.
 - Contemporary shifts in gendered marketing (e.g., androgynous marketing).
5. **Digital Self:**
 - Online identity construction.
 - Social media's impact on self-expression and consumption.
6. **Marketing Applications:**
 - Brand personality and consumer-brand relationships.
 - Creating brand stories that align with consumer identities.
 - Targeting consumers based on their self-perception and aspirations.

Exercise / Learning Activity:

- **Group Activity:**
 - Analyze a brand (e.g., Nike, Harley-Davidson, Apple, or Uniqlo) and discuss how it allows consumers to express their identity.
 - Create a visual “brand self-profile” showing how brand elements align with different aspects of the self.
- **Individual Task:**
 - Write a reflection on how one of your favorite products reflects your ideal self or actual self.

Summary:

The self plays a powerful role in shaping consumer behavior. People buy products not only for functional reasons but also to reinforce or project their identity. Understanding self-concept helps marketers design products, campaigns, and brand narratives that connect with consumers on a deeper, more personal level.

References:

- Solomon, M. R. (2023). *Consumer Behavior: Buying, Having, and Being* (14th Global Edition). Pearson Education.
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Chapter 9

Personality, Lifestyles, and Values

Learning Outcomes:

By the end of this chapter, students will be able to:

- Define and explain key personality traits that affect consumer behavior.
- Distinguish between lifestyle and psychographic segmentation.
- Interpret how consumers' values influence purchasing decisions.
- Apply lifestyle and value segmentation to develop consumer profiles.

Core Content:

1. **Personality in Consumer Behavior:**
 - Definition and traits relevant to marketing: introversion vs. extroversion, need for uniqueness, locus of control.
 - Brand personality: assigning human traits to brands (e.g., sincerity, ruggedness).
2. **Lifestyle and Psychographics:**
 - Lifestyle: a pattern of consumption reflecting a person's choices.
 - AIO (Activities, Interests, Opinions) framework for lifestyle analysis.
 - VALS™ (Values and Lifestyles) segmentation system:
 - 8 segments: Innovators, Thinkers, Achievers, Experiencers, Believers, Strivers, Makers, Survivors.
 - Resource and motivation dimensions.
3. **The Role of Values:**
 - Cultural values vs. personal values.
 - Rokeach Value Survey and List of Values (LOV).
 - How values shape preferences for sustainability, innovation, and ethics in consumption.
4. **Marketing Implications:**
 - Using lifestyle and value data to target specific consumer segments.
 - Aligning product attributes and brand messaging with personality types and lifestyles.
5. **Global Applications:**
 - Variations in personality traits and values across cultures.

- Local adaptation vs. global standardization in psychographic strategies.

Exercise / Learning Activity:

- **Group Project:**
 - Choose a global brand and analyze its consumer base using the VALS™ framework.
 - Create consumer personas based on psychographics and suggest suitable marketing strategies for each segment.
- **Individual Activity:**
 - Complete a brief lifestyle and value questionnaire.
 - Reflect on how your responses relate to your brand preferences and purchases.

Summary:

Personality, lifestyle, and values significantly influence consumer choices. Marketers can develop deeper insights by going beyond demographics to understand who consumers are psychologically. Psychographic segmentation enables companies to craft more personalized and effective marketing messages that resonate with their target audience's inner motivations and lifestyle aspirations.

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- Solomon, M. R. (2023). *Consumer Behavior: Buying, Having, and Being* (14th Global Edition). Pearson Education.
- Kahle, L. R., & Kennedy, P. (1989). Using the List of Values (LOV) to understand consumers. *Journal of Consumer Marketing*, 6(3), 5–12.
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- Strategic Business Insights. (2022). VALS™ Framework. Retrieved from <https://www.strategicbusinessinsights.com/vals>

Chapter 10

Group and Social Media Influence

Learning Outcomes:

By the end of this chapter, students will be able to:

- Identify the role of reference groups in shaping consumer decisions.
- Explain the impact of opinion leaders, influencers, and digital communities.
- Analyze consumer behavior patterns in online and social media contexts.
- Apply group dynamics to develop marketing communication strategies.

Core Content:

- 1. Reference Groups and Their Influence:**
 - Definition: groups that influence an individual's attitudes or behaviors.
 - Types: membership groups, aspirational groups, dissociative groups.
 - Normative vs. comparative influence.
- 2. Opinion Leaders and Word-of-Mouth (WOM):**
 - Characteristics of opinion leaders.
 - Two-step flow model of communication.
 - Buzz marketing and viral content.
 - WOM vs. electronic WOM (eWOM).
- 3. Social Media Influence:**
 - Types of influencers: mega, macro, micro, and nano.
 - The role of user-generated content (UGC).
 - Community engagement and brand advocacy on platforms like Instagram, TikTok, and YouTube.
 - Social proof and herd behavior in digital purchasing.
- 4. Group Dynamics in Consumer Decisions:**
 - Conformity, compliance, and reactance.
 - Social identity theory: consumers behave based on group affiliations.
 - Brand communities (e.g., Apple, Harley-Davidson).
- 5. Strategic Implications for Marketers:**

- Targeting influencers and creating ambassador programs.
- Leveraging group norms in campaigns.
- Measuring social influence with analytics tools.

Exercise / Learning Activity:

- **Group Activity:**
 - Choose a consumer product with strong social media presence (e.g., beauty, fashion, tech).
 - Identify the key influencers promoting the product.
 - Evaluate their engagement and influence based on comments, likes, and shares.
 - Suggest a micro-influencer campaign for a local market using group behavior insights.
- **Mini Case Discussion:**
 - Analyze how a brand like Glossier or Nike leverages online communities and social media for consumer engagement.

Summary:

Groups and social networks profoundly influence how people perceive brands and make purchasing decisions. From family and peers to online influencers and communities, these forces shape what consumers buy, share, and recommend. Marketers can leverage social identity and group dynamics to create more persuasive and authentic campaigns.

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- Solomon, M. R. (2023). *Consumer Behavior: Buying, Having, and Being* (14th Global Edition). Pearson Education.
- Katz, E., & Lazarsfeld, P. F. (1955). *Personal Influence: The Part Played by People in the Flow of Mass Communications*. Free Press.
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Chapter 11

NPS – Net Promoter Score

Learning Outcomes:

By the end of this chapter, students will be able to:

- Understand the concept and methodology behind Net Promoter Score (NPS).
- Differentiate between promoters, passives, and detractors in consumer feedback.
- Analyze the relationship between NPS and consumer loyalty.
- Use NPS data to assess brand performance and develop strategic recommendations.

Core Content:

1. Definition and Origin of NPS:

- Developed by Fred Reichheld (Bain & Company).
- Measures customer loyalty and likelihood of recommendation.
- Single question metric: “On a scale of 0–10, how likely are you to recommend our product/service to others?”

2. NPS Categories:

- **Promoters (9–10):** Loyal enthusiasts who will keep buying and refer others.
- **Passives (7–8):** Satisfied but unenthusiastic customers vulnerable to competitors.
- **Detractors (0–6):** Unhappy customers who may damage your brand through negative word-of-mouth.

3. Calculating the NPS:

$$\text{NPS} = \% \text{Promoters} - \% \text{Detractors}$$
$$\text{NPS} = \% \text{Promoters} - \% \text{Detractors}$$

- The result can range from -100 to +100.

4. Why NPS Matters in Consumer Behavior:

- Simple, scalable indicator of brand health.
- Reflects consumer loyalty and emotional connection.
- Helps identify pain points and service recovery opportunities.

5. Strategic Use of NPS:

- Integrating feedback into customer experience improvements.
- Tracking loyalty over time.

- Aligning marketing strategies to improve NPS score.
6. **NPS vs. Traditional Satisfaction Metrics:**
- NPS is predictive of growth; satisfaction scores are often descriptive.
 - Focuses on behavior, not just feelings.

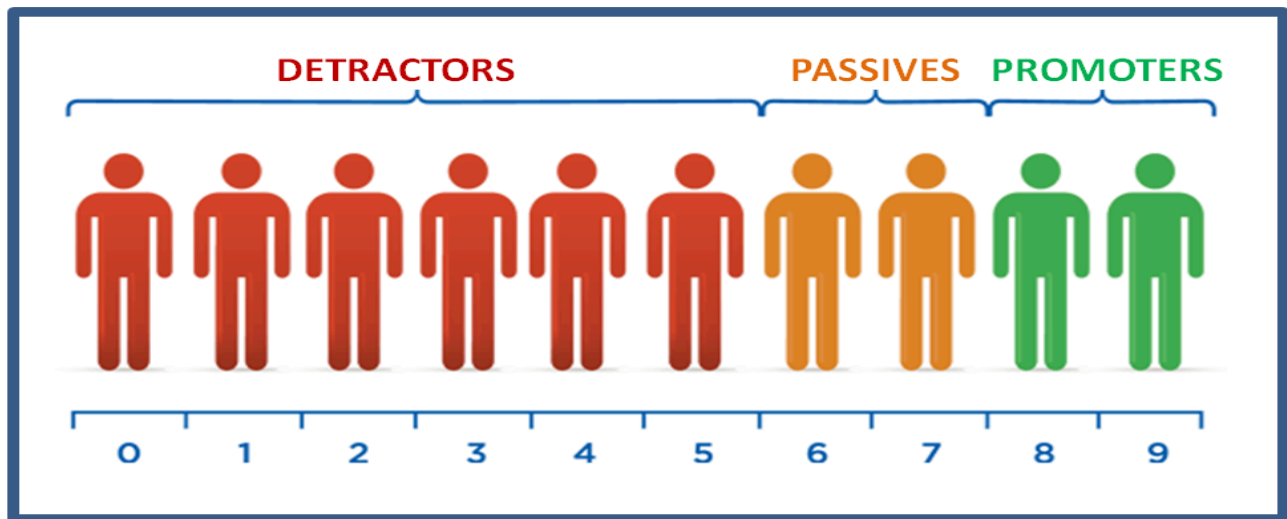
Exercise / Learning Activity:

- **Activity: NPS Simulation**
 - Students act as brand analysts.
 - Provided with sample consumer survey data.
 - Calculate the NPS and interpret what it means for the brand.
 - Create a strategic plan to convert detractors to promoters.
- **Discussion Prompt:**
 - Debate: "Is NPS a reliable standalone metric for evaluating customer loyalty?"

Leading Growth Indicator

Extensive research has shown that your Net Promoter Score®, or NPS®, acts as a leading indicator of growth. If your organization's NPS is higher than those of your competitors, you will likely outperform the market, and managing your organization to improve NPS will also improve your business performance. Whether you are aiming for faster growth or increased profits, use NPS as the foundation of a measurement framework that is tightly tied to the customer journey.





The NPS Calculation

Calculate your Net Promoter Scores using the answer to a single question, using a 0-10 scale: How likely is it that you would recommend [brand] to a friend or colleague? This is called the Net Promoter Score question or the recommend question.

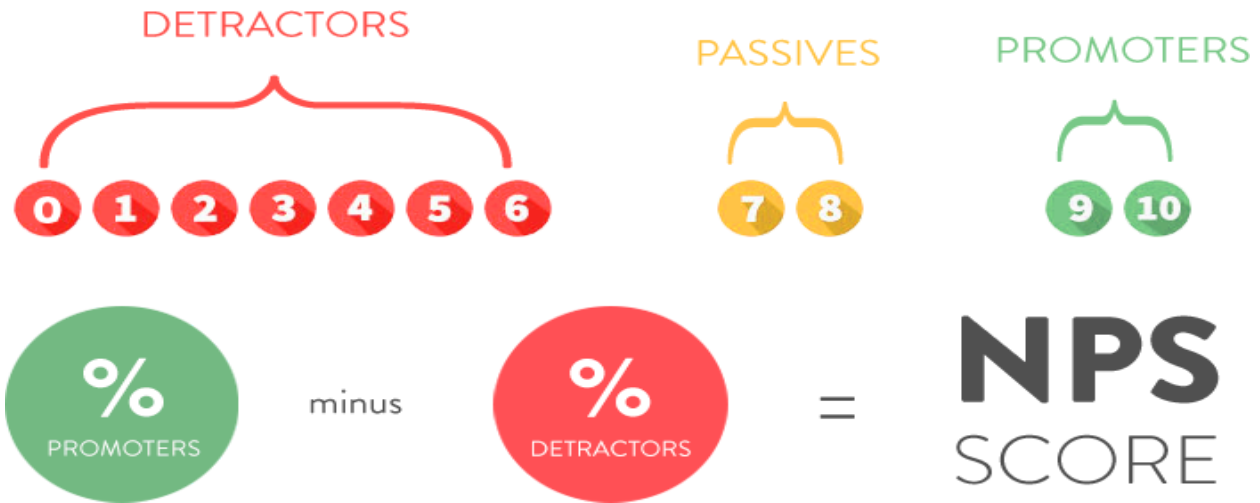
Respondents are grouped as follows:

Promoters (score 9-10) are loyal enthusiasts who will keep buying and refer others, fueling growth

Passives (score 7-8) are satisfied but unenthusiastic customers who are vulnerable to competitive offerings.

Detractors (score 0-6) are unhappy customers who can damage your brand and impede growth through negative word-of-mouth.

Subtracting the percentage of Detractors from the percentage of Promoters yields the Net Promoter Score, which can range from a low of -100 (if every customer is a Detractor) to a high of 100 (if every customer is a Promoter).



Calculating your Net Promoter Score in Three Easy Steps

- 1 Survey your customers**
 How likely are you to recommend *company name* to a friend or colleague?

Not at all likely			Neutral				Extremely likely			
0	1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
- 2 Tally responses**

0 - 6	 Detractor	
7 - 8	 Passive	
9 - 10	 Promoter	
- 3 Calculate your score**

$$\text{NPS} = \frac{\text{Happy Face}}{\text{Total}} - \frac{\text{Sad Face}}{\text{Total}}$$

Net Promoter Score = % of Promoters - % of Detractors

Example A: 100 Promoters, 60 Passives, 40 Detractors. NPS = 30%
 Example B: 200 Promoters, 100 Passives, 500 Detractors. NPS = -37.5%

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 Net Promoter is a trademark of Satmetrix Systems, Inc., Bain & Company, and Fred Reichheld.

Actionable Insights

Driving action begins with delivering actionable customer insights to people throughout your organization. In the Satmetrix-developed NPS2 methodology, the improved version of the Net Promoter approach, guides you to focus on democratizing your Net Promoter data, to ensure that

employees at all levels feel empowered to act. Consider the roles and goals of employees who consume the information related to NPS. Broadly, they'll fall into one of three categories: frontline, management, and executive. At every level, employees need to know what customers have to say about your business.

Closing the Loop

Net Promoter methodology has always taught that customer feedback should be the start of a “closed loop.” Reach out to customers who take the time to share their thoughts with you and directly address their concerns or ideas. NPS2 takes the closed loop concept to the next level with “smart loops” for the frontline, for management, and for executives. In the smart loop framework, we encourage three types of closed loops support your customer experience management. Frontline closed loops, in which frontline employees promptly call customers after they have given feedback, have always been a great way to prevent Detractors from taking their business elsewhere. They become smart loops when you also use them as a chance to gather insight on root causes. These one-to-one interactions are powerful relationship builders too. Two additional smart loops build on the frontline process. A one-to-many closed loop, for action planning, engages management in overall improvements to customer experiences, while a resource allocation closed loop guides executives to engage in organization-wide prioritization.

Organizational Adoption

Your Net Promoter program gains power when it becomes integrated into the business as a whole. Organizational adoption happens when you give leaders in sales, marketing, product, service, and indeed every area of the business, the information they need to keep their operations customer focused. You'll also want to ensure that customer data is built into the operational rhythms of the business in order to drive continuous improvement and innovation.

Summary:

Net Promoter Score (NPS) is a widely used tool for measuring customer advocacy and loyalty. Unlike traditional satisfaction metrics, it offers actionable insights into how consumers feel and behave toward brands. Understanding NPS allows marketers and analysts to refine strategies and build stronger relationships with consumers.

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- Solomon, M. R. (2023). *Consumer Behavior: Buying, Having, and Being* (14th Global Edition). Pearson Education.
- Reichheld, F. F. (2003). The one number you need to grow. *Harvard Business Review*, 81(12), 46–54.
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Chapter 12

Culture and Subculture

Learning Outcomes:

By the end of this chapter, students will be able to:

- Define culture and subculture and their influence on consumer behavior.
- Identify the roles of norms, values, and customs in shaping consumption.
- Analyze how cultural and subcultural differences impact global marketing strategies.
- Apply cultural frameworks to evaluate consumer preferences and behaviors in different markets.

Core Content:

1. **Definition of Culture:**
 - The accumulation of shared meanings, rituals, norms, and traditions among members of a society.
 - Culture determines how people think, communicate, and behave as consumers.
2. **Characteristics of Culture:**
 - Learned: passed from generation to generation.
 - Dynamic: constantly evolving.
 - Shared: unites people within a group.
3. **Cultural Dimensions (Hofstede's Framework):**
 - Power distance, individualism vs collectivism, uncertainty avoidance, masculinity vs femininity, long-term orientation, indulgence vs restraint.
4. **Subcultures:**
 - Groups that share significant beliefs and values that distinguish them from the larger culture.
 - Can be based on ethnicity, religion, age, geographic location, or lifestyle.
5. **Cultural and Subcultural Influences on Consumer Behavior:**
 - Product perception and usage.
 - Advertising response and media preferences.
 - Purchase motivation and brand loyalty.
6. **Cross-Cultural Consumer Behavior:**
 - Standardization vs adaptation in global marketing.
 - Importance of cultural sensitivity in product and message design.
 - Case examples of global brands navigating cultural differences.

Exercise / Learning Activity:

- **Activity: Cultural Audit**
 - Choose a global brand and analyze how it adapts its marketing strategy across two culturally distinct markets (e.g., USA vs Japan).
 - Evaluate product design, branding, messaging, and customer experience.
- **Group Discussion:**
 - What are the risks of cultural misinterpretation in global branding?
 - Share examples of advertising that succeeded or failed due to cultural (mis)alignment.

Summary:

Culture and subculture shape every aspect of consumer behavior, from basic needs to brand choices. By understanding cultural values and social structures, marketers can better position their products and create messages that resonate across cultural boundaries. For global brands, this understanding is essential for building loyalty and trust in diverse markets.

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Chapter 13

Qualitative Analysis: In-Depth Interview Process

Learning Outcomes:

By the end of this chapter, students will be able to:

- Understand the purpose and significance of qualitative research in consumer behavior.
- Describe the in-depth interview method and its application in exploring consumer attitudes and motivations.
- Design and conduct effective in-depth interviews for consumer insights.
- Analyze qualitative data to extract meaningful patterns and themes relevant to consumer decision-making.

Core Content:

- 1. Qualitative Research in Consumer Behavior:**
 - Differences between qualitative and quantitative research.
 - When and why to use qualitative methods.
 - Advantages of qualitative approaches for exploring consumer motivations, emotions, and attitudes.
- 2. In-Depth Interview (IDI):**
 - Definition: A one-on-one, open-ended interview designed to explore deep insights into consumer thoughts and feelings.
 - Characteristics: flexible, conversational, and exploratory.
 - Types of IDIs: structured, semi-structured, and unstructured.
- 3. Steps in Conducting In-Depth Interviews:**
 - Defining research objectives.
 - Developing an interview guide with open-ended questions.
 - Selecting and recruiting participants.
 - Conducting interviews: active listening, probing, and building rapport.
 - Recording and transcribing interviews.
- 4. Analyzing Qualitative Data from IDIs:**
 - Coding data to identify key themes and patterns.
 - Using software tools (e.g., NVivo) for data organization.
 - Interpreting findings to inform consumer behavior understanding and marketing strategy.
- 5. Challenges and Best Practices:**
 - Managing interviewer bias.
 - Ensuring participant openness.
 - Ethical considerations: confidentiality and informed consent.

Exercise / Learning Activity:

- **Practice Interview:**
 - Students pair up and conduct a semi-structured interview focused on purchasing behavior for a selected product category.
 - Write a brief report identifying main themes and insights from the interview.
- **Group Discussion:**
 - What challenges did you face in asking open-ended questions?
 - How did you build rapport with your interviewee?

Summary:

In-depth interviews are powerful tools for uncovering deep consumer insights beyond surface-level data. By engaging consumers in open-ended conversations, marketers can better understand motivations, perceptions, and emotional drivers that influence purchasing behavior. Mastery of IDI techniques enhances the ability to design consumer-centric marketing strategies.

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- Solomon, M. R. (2023). *Consumer Behavior: Buying, Having, and Being* (14th Global Edition). Pearson Education.
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Chapter 14

Presenting and Interpreting Results of In-Depth Interviews

Learning Outcomes:

By the end of this chapter, students will be able to:

- Effectively organize and present qualitative data collected from in-depth interviews.
- Interpret consumer insights by linking interview findings to consumer behavior theories.
- Apply segmentation frameworks such as VALS to understand consumer lifestyles and motivations.
- Communicate qualitative research findings clearly to inform marketing strategy.

Core Content:

- 1. Organizing Qualitative Data:**
 - Transcribing and coding interview transcripts.
 - Categorizing themes and patterns.
 - Visual tools for presentation: thematic maps, word clouds, and narrative summaries.
- 2. Interpreting Results:**
 - Linking qualitative themes to consumer behavior constructs (motivation, personality, culture).
 - Understanding consumer segments based on values, attitudes, and lifestyles.
 - Identifying actionable insights for marketing decision-making.
- 3. Using VALS (Values and Lifestyles) Framework:**
 - Overview of VALS segmentation: Innovators, Thinkers, Achievers, Experiencers, Believers, Strivers, Makers, Survivors.
 - How VALS helps in interpreting consumer motivations and lifestyle choices.
 - Matching in-depth interview insights to VALS segments for deeper consumer profiling.
- 4. Case Study Example – VALS Applied to In-Depth Interview Results:**
 - A sample analysis of interview data from consumers of a global brand.
 - Identification of key VALS segments among respondents.
 - Interpretation of how consumer attitudes and values differ by segment.
 - Recommendations on tailoring marketing messages for different VALS groups.
- 5. Presenting Qualitative Findings:**
 - Structuring presentations for clarity: background, methodology, findings, implications.
 - Balancing narrative storytelling with data evidence.
 - Using quotes and examples to support key insights.

Exercise / Learning Activity:

- **Group Task:** Using interview transcripts from previous exercises, code the data and identify themes.
- **VALS Segmentation Exercise:** Assign interviewees to VALS groups based on expressed values and lifestyles.
- **Presentation Practice:** Prepare a short group presentation summarizing key findings and marketing recommendations.

Summary:

Presenting and interpreting qualitative interview results require systematic organization and insightful linking of data to consumer behavior models. The VALS framework offers a robust lens to segment consumers by lifestyle and values, enhancing marketers' ability to tailor strategies. Effective communication of these findings supports better decision-making in global marketing contexts.

References:

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