Consumer Behaviors

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ICID, 2012/02/22
What issues *do you think* should be addressed in studying consumer behaviors?
Objectives

- When finished this class, students will know the findings in psychology and other social sciences of most relevance to consumer behaviors.

- Be able to evaluate consumer behavior research evidence that encounter in the research and application.

- Have experience using the most important techniques for understanding the consumer.
Introduction

1. The evaluation of evidence relevant to consumer behavior (e.g., how to read journal articles, evaluate statistics, and judge marketing research data),

2. Understanding and applying existing theory and data relevant to consumer behavior (from psychology, economics, and other social sciences),

3. The gathering of data using the most important consumer behavior research techniques (living lab, cultural study, surveys, and experiments).
Main topics

- Psychology of choice
- Science of wellbeing and happiness
- User centric design
- Aesthetic value and styles
- Social technology and online consumer behavior
- Advertisement and social communication
<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/24</td>
<td>Introduction</td>
<td>What issues should be addressed in CB</td>
</tr>
<tr>
<td>3/3</td>
<td>1. Psychology of choice</td>
<td>Team building</td>
</tr>
<tr>
<td>3/10</td>
<td>2. Science of wellbeing and happiness</td>
<td>Team choose topic of readings</td>
</tr>
<tr>
<td>3/17</td>
<td>3. User centric design</td>
<td></td>
</tr>
<tr>
<td>3/24</td>
<td>4. Aesthetic value and styles</td>
<td></td>
</tr>
<tr>
<td>3/31</td>
<td>5. Social technology and online consumer behavior</td>
<td>Advertisement and social communication</td>
</tr>
<tr>
<td>4/7</td>
<td>Spring break</td>
<td></td>
</tr>
<tr>
<td>4/14</td>
<td>Project proposal 1</td>
<td>Team present plan of group topic and research methods</td>
</tr>
<tr>
<td>4/21</td>
<td>Project proposal 2</td>
<td></td>
</tr>
<tr>
<td>4/28</td>
<td>Group reading 1</td>
<td></td>
</tr>
<tr>
<td>5/5</td>
<td>Group reading 2</td>
<td></td>
</tr>
<tr>
<td>5/12</td>
<td>Group reading 3</td>
<td></td>
</tr>
<tr>
<td>5/19</td>
<td>Group reading 4</td>
<td></td>
</tr>
<tr>
<td>5/26</td>
<td>Group reading 5</td>
<td></td>
</tr>
<tr>
<td>6/2</td>
<td>Project presentation 1</td>
<td></td>
</tr>
<tr>
<td>6/9</td>
<td>Project presentation 2</td>
<td></td>
</tr>
<tr>
<td>6/16</td>
<td>Project presentation 3</td>
<td></td>
</tr>
<tr>
<td>6/23</td>
<td>Conclusive discussion</td>
<td></td>
</tr>
</tbody>
</table>
Psychology of choice
What and how we choose, and why suffer...

Sociologists

Paradox of choice: ....
http://www.youtube.com/watch?v=VO6XEQiScoM (20.23)
Process of choice
How “exactly” we make decision “to buy”

Economists

- We’re All Predictably Irrational - Dan Ariely (19.55)
- http://danariely.com/

![Predictably Irrational book cover](image)
Culture influence and science of happiness

Psychologist

The art of choosing
http://www.youtube.com/watch?v=IDq9-QxvsNU (27:18)

Explorations of the Mind: Well-Being
http://www.youtube.com/watch?v=f7cECaUAnTQ
Science of happiness
http://www.youtube.com/watch?v=XgRlrBl-7Yg (20:37)

Cultural Influences of Consumer Behavior
Aesthetic Value and happiness

- Don Norman: The three ways that good design makes you happy
  - [http://www.youtube.com/watch?v=RIQEmoLQRA&feature=related](http://www.youtube.com/watch?v=RIQEmoLQRA&feature=related)
- [http://www.c-spanvideo.org/program/178504-1](http://www.c-spanvideo.org/program/178504-1)
User centric design: Design thinking

- [YouTube Video](http://www.youtube.com/watch?v=UAinLaT42xY) (16.47)
Online Consumer Behavior

Groundswell: Winning in a World Transformed by Social Technologies
Charlene Li and Josh Bernoff
Harvard Business Press
A social trend in which people use technologies to get the things they need from each other, rather than from traditional institutions like corporations.
http://www.forrester.com/Groundswell
http://www.youtube.com/watch?v=iB9Npo3qtH0&feature=related
http://ezinearticles.com/?Online-Consumer-Behavior&id=1947357
## Course Process

### Group project

1. 4 members of each team
2. Choose team subject from the central topics
3. Midterm present: proposal
4. Final present: project
5. Evaluation: 40%

### Readings discussion

1. Each group champion one subject from the issues and group project
2. Lead reading discussion
   - Collect three questions from each individual one week earlier and summary them to form a agenda.
   - Leader group introduce main issues.
   - Lead discussion based on summarized agenda.
3. Evaluation: 30% + 30%