GRADUATE SCHOOL OF MANAGEMENT  
UNIVERSITY OF CALIFORNIA, DAVIS

M 293-1 Consumer Behavior  
Professor Michael Hagerty  
Fall 2005  
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150 AOB IV  
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Texts:  
The Art of Innovation (A) by Tom Kelley  
Brand Leadership (B) by David Aaker and E. Joachimstaler  
Packet of readings (P).

Summary:

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<th>Week</th>
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<td>10/4</td>
<td>Innovation at Ideo; High involvement versus low involvement products; Demographics and Target Segments</td>
<td>A3,10; Packet: “Consumer Decision Process” p.503-521. Packet: “Sony, Ford”</td>
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| 10/11 | Emotional Benefits  
Functional Benefits  
Consumatory Goals  
Types of Positive Emotions | B 2; A4  
P “Discussion Guide for Sales”;  
P: Seeing the Voice of the Customer”;  
P: “Enjoyable Emotions” | Case: Global Wine Wars |
| 10/18 | Brand Personality | B 3  
P: “Dimensions of Brand Personality”;  
P: How to Perform Factor Analysis | Project Due:  
Demographics and E-research.  
Case: Charles Schwab |
| 10/25 | Sensory Evaluation of Food and Drink  
Adaptation Theory  
Conjoint Analysis | B 6; P: “Acceptance and Preference”  
The Wine Wheel  
P: Analysis of Traditional Conjoint Analysis | Project Due:  
Consumer Shadowing |
| 11/1  | Achievement Motivation: Values, Goals, Competition, and Fashion | A13,14,15, p.117-118;  
B 5; P: “Group Influence and Fashion Opinion Leadership”; “Rumors, Sneakers” | Project Due: Depth interview.  
Case: Carvel Ice Cream in China |
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<td>11/22</td>
<td>Paradoxes of intertemporal choice: Myopic Behavior</td>
<td>Packet: “Neural Correlates of Behavioral Preference”</td>
<td>QUIZ</td>
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<td>11/29</td>
<td>Guest Speaker</td>
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<td>12/6</td>
<td>Student Presentations</td>
<td>Final project due</td>
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**Course Requirements**

1. Final Project: Develop the marketing program for a product (or service) using consumer behavior theory, research and methods. To be done in teams of size 2-3. Use depth interviews, consumer surveys, and readings to give evidence for your recommendations. Recommend target segment, emotional and functional positioning to that segment. Include core brand image, strategic imperatives, proof points, endorsers, visual metaphors. Consider two possible positionings for your brand from the factor analysis. Include a rough mock-up of one advertisement, and describe promotions to increase trial and repeat that tie in with the core brand image. (30 points)

2. Assignment on Demographics and E-research. Each team should state their chosen product category and report Consumer Expenditure demographics and LifeStyle data for users of your product. Do e-research by web searches for your brand and competitors, customer blogs and discussion groups. Report direct and indirect competitors to your product, customer problems, and recommend demographics targeting. (2 page max. plus appendix of web sites and blogs) (10 points).

3. Assignment on Consumer Shadowing. Each student should find a customer and shadow them as they use or buy the product. Make a “bug list” and give a chronological list of user experiences when shopping and using your product. Include 1 or 2 photos showing how the product is used. How can you reduce stress with your product? How can you improve sensory characteristics? How
reduce adaptation to increase satisfaction? How can you meet customers’ needs in the achievement area? In the area of a rewarding family life? Recommend 3 product modification ideas that will improve the consumer’s experience. Each team should integrate the reports into a single team report. (3 pages max. of text). (10 points)

4. Depth interview of one consumer per student. Each team should integrate all consumers and write up: relevant cognitive attributes, emotional attributes, stories, metaphors, logos, public role models, and personal informants for this product. Use laddering to connect emotional attributes to functional attributes. Finally, do the concept test on the 3 product modifications you identified in Assignment 3. (2 pages text per team plus drawings and stories in appendix). (10 points)

5. Quiz on applying readings to real marketing cases. (20 points)

6. Design a survey of consumer perceptions. Include a conjoint analysis with 7 objective attributes and a product map using at least 10 emotional attributes for your product and two competitors. (10 points)

7. Verbal participation in cases and verbal team reports on final project. (10 points).