INSTRUCTOR: Dr. Frank J. Smith
OFFICE: 714A Poe Hall
OFFICE HOURS: Tues. and Thur. 2:45-3:30pm
and by appointment, call 515-1723 or email: fjsmith@ncsu.edu

References:
Economic Psychology.
Handbook of Marketing Scales: Multi-Item Measures for Marketing and Consumer
Behavior Research [0-7619-1000-X] Bearden

OBJECTIVES:
1. Review the literature to discern the major theories and issues in the field.
2. Acquire knowledge about the various research methods and their applications in
consumer research.
3. Learn about information sources and data series.
4. Develop a research proposal addressing a significant issue.
5. Prepare and present a research proposal to the class and participate in the peer review
process of proposals presented by others.

GRADING PROCEDURE:
Your grade will be computed using the categories and weights given below:
Class participation 20%
Critical review of readings 20%
Research proposal:
Draft of sections 1-3 20%
Report presentation 20%
Final written report 20%

Policy on material turned in late: Due dates should be considered firm. Students with special
needs or unusual circumstances should report to me in advance if they want special
consideration with regard to deviation from scheduled due dates.

Audit Policy: To receive an audit a student must prepare a research proposal and attend all
scheduled individual and group meetings.

Academic Integrity Policy: Specific terms and possible sanctions are specified in the NCSU
Code of Student Conduct. Each student will be expected to sign the Honor Pledge on each
test and assignment.

Email: This course will use the email accounts provided for each student by NCSU to
communicate about schedule changes or other class announcements. If you use an email
address different from the one provided by NCSU, you should make arrangements to have your
NCSU email automatically forwarded to your preferred address. You should check your email
account frequently.
Sources: (full text available through NCSU Library E-Journal portal)
Journal of Consumer Psychology (JCP, E-Journal Finder, EBSCO Host)
Journal of Consumer Research (JCR)
Journal of Economic Psychology
Journal of Consumer Policy
Advances in Consumer Research (E-Journal Finder, EBSCO Host)
Harvard Business Review
Journal of Marketing Research (JMR)
Journal of Public Policy and Marketing
Psychology and Marketing
Journal of Advertising
Journal of Advertising Research
Journal of Consumer Studies and Home Economics
Journal of Consumer Marketing
American Demographics
International Journals: (full text available through NCSU Library E-Journal portal)
International Business Review
International Business
International Journal of Consumer Studies
International Journal of Customer Relationship Management
International Journal of Inter-Cultural Relations
International Journal of Manpower
International Journal of Market Research
International Journal of New Product development and Innovation Management
International Journal of Non-Profit and Voluntary Sector Marketing
International Journal of Research in Marketing
International Journal of Social Economics
International Labour Review
International Market Insight Reports
International Marketing Review
International Planning Studies
TENTATIVE SCHEDULE OF TOPICS AND READINGS
* = assigned readings

Jan. 9 Introduction to the course

Jan. 16 Foundations theory & research

Jan. 23 Macro-level perspectives on consumption, saving & investing
www.sca.isr.umich.edu [consumer survey; index of consumer confidence]

Jan. 30 Micro-level perspectives on consumer attitudes & values

Feb. 6 Decision-making
and brand strength interact to determine initial affect and quality judgments. JCP, 12(2).

Feb. 13  Innovation, development, and consumer evaluation.
Robertson's Handbook, Chapter 9

Feb. 20  Social Marketing
Kotler, Philip, et.al. (2002) Social marketing: Improving the quality of life. HF5414/K67
Goldberg, Fishbein and Middlestadt (1997) Social marketing
Levitt. T. 1981. Marketing intangible products and product intangibles. HBR.

Feb. 27  Research design and analysis

Mar. 5  Spring Break

Mar. 12  Continue work on individual projects

Mar. 19  E- Commerce
Select an article of your choice from JCP, 13(1/2)

Mar. 26  Cross-cultural and international applications
CONSUMER RESEARCH PROJECT:

Each student will identify and carry out a project of interest relating to consumer psychology (interpreted broadly to include social marketing, innovation in design and process). The objective of this project is to analyze factors relating to stakeholders, users, consumers and propose appropriate tasks and measures, as follows:

Section 1, Issue/Problem Statement: Define the issue or problem both conceptually and quantitatively. How many and what kinds of consumers are affected? What are your research objectives and how are they relevant to the issue or problem?

Section 2, Background: Briefly describe the product or service, its history, the organizational provider, and description of past consumer involvement.

Section 3, The Environment: Describe all the relevant environmental variables that may affect the consumer in relation to the product or service. (i.e., demographic, competitive, legal, social, economic, political, and technological, etc.)

Section 4, Proposed methods for consumer segmentation, targeting and sampling: What dimensions are used to segment the consumer population for your product or service? Describe the target consumers. What is the current size of this market and its likely future size? What consumer goods or service classification is relevant to your target markets?

Section 5, Proposed methods for data collection and analysis: Review sources of potential data and propose how data would be used in analyses of relevant research questions.

Section 6, Consider methods of organization and distribution: Describe the channels of distribution employed and their level of integration. In what types of distributional outlets is the product found? What level of exposure is used for this product? What services are provided by channel members? Consider product characteristics, product lines, product life cycle, packaging, the value of branding and other features that come with the product such as service,
warranties, money-back guarantees, etc.

Section 7, Consider pricing strategies: Discuss markups, price discrimination strategies, sales, discounts, coupons, etc. Give examples of item pricing within the product line.

Section 8, Propose methods of communication and promotion: Discuss promotional objectives. What is the promotional blend? Is promotion consistent with target markets? Use examples: newspaper/magazine ads, TV commercials, cite references. Discuss the advertising objectives, media and content. The Standard Directory of Advertisers may be a useful source.

Section 9, Propose methods of evaluation: Evaluate the consumer-oriented strategy. What are your criteria? What are the strengths and weaknesses of the methods used (reliability and validity).

Section 10, Bibliography and Appendix The appendix should include any demonstrative material referred to in the report.