BUYER BEHAVIOR

MARK 3324, Fall 2020
Online Asynchronous

Prerequisite: MARK 3321 with a grade of C or better

Section 003: 11:00 am - 12:20 pm, Tuesday-Thursday
Section 004: 3:30 pm - 4:50 pm, Tuesday-Thursday

Instructor: Dr. Adwait Khare, TEAMS, khare@uta.edu
Profile: https://www.uta.edu/profiles/adwait-khare

Office Hours: ON TEAMS - 1:00 - 2:00 pm on Tuesdays

Introduction & Objectives

- Examine how consumers decide and engage in the acquisition, consumption, and disposition of goods and services. In doing so, develop a better understanding of how a firm’s marketing efforts can be optimally deployed. Understand the role of consumer behavior in your life, business strategy, policy making, and society. Students will learn several internal and external influences on consumer behavior such as motivation, cognition, and learning.

Course Materials

- **Required Book:**
  

BUY one of the following two options for the book based on your preference:

- McGraw Hill CONNECT (ebook version only)
- McGraw-Hill CONNECT with Loose-Leaf (ebook and loose-leaf versions)
- You can buy from the UTA Bookstore, or directly from McGraw-Hill: https://connect.mheducation.com/class/a-khare-3324---003005

- **RECORDED LECTURES** for each chapter will be posted on Canvas by 11 am on each day as shown on the Day-by-Day Schedule on page 4.

Communications

- A Teams group for the class has already been set up and you all have been added to that group.
- **All communication with students will primarily be done through Teams.** I may occasionally use emails, but my primary mode of communication will be through Teams. It is the responsibility of students to check Teams and their email for class-related messages.
- Students are also encouraged to use Teams to communicate with me. UTA email can also be used, but Teams is preferred. I will try to respond as quickly as possible. But, keep in mind that I have 155+ students in the two sections of this class.
- **OFFICE HOURS:** I will be available on Teams on Tuesdays from 1:00 - 2:00 pm.
EXAMS

- There will be FOUR exams with each exam in TWO forms, a short and a long form, administered on separate days. Thus, the total number of exams is EIGHT.

1. Exam-1-Short: September 15th, Chapters 1-5, 25 multiple-choice questions
2. Exam-1-Long: September 17th, Chapters 1-5, 50 multiple-choice questions
3. Exam-2-Short: October 20th, Chapters 6-10, 25 multiple-choice questions
4. Exam-2-Long: October 22nd, Chapters 6-10, 50 multiple-choice questions
5. Exam-3-Short: November 17th, Chapters 11-15, 25 multiple-choice questions
6. Exam-3-Long: November 19th, Chapters 11-15, 50 multiple-choice questions
7. Exam-4-Short: December 3rd, Chapters 16-18, 20 multiple-choice questions
8. Exam-4-Long: December 10th and 15th, Chapters 16-18, 40 multiple-choice questions**

** I will most likely move this exam to Thursday, December 8th.

- The multiple-choice questions will be based on the chapters, PowerPoint slides, recorded lectures, and extra readings assigned, if any.

- Both the short and long forms of each exam must be taken, they are not either-or.
- ALL exams, for each section, will be administered during the official class time ONLY.
  o 11 am - 12:15 pm for Section 003
  o 3:30 pm - 4:45 pm for Section 005

- See the Course Points table on page 3 to see the grade share of each exam.

REQUIRED - RESPONDUS LOCKDOWN BROWSER + WEBCAM

- ALL exams will be online and will be conducted via the RESPONDUS LOCKDOWN BROWSER + WEBCAM. No exceptions. I will set up trial, dummy quizzes to help you become familiar with the browser and its webcam.
- You should be aware of UTA’s “Academic Integrity Resources for Students.” See pages 5-7 in the syllabus. In that, for our exams, policies as outlined in “When Using Respondus Lockdown Browser” and “Tips for Online Exams” apply.
- For example, during an exam, students must follow the prescribed webcam steps in the browser: providing a good environmental scan, holding up your UTA ID to the camera, staying visible during the exam, keeping your microphone on, phone off, radio off, etc. are important.
- Note that the browser’s software analyzes exam-taking behavior and gives instructors a color-coded report per student. I will be reviewing this information and if I judge that webcam steps were not followed, I may decide to withhold/reduce the exam grade and initiate other actions if necessary.

EXAM MAKE-UP POLICY:

- Students will be allowed to make-up an exam only in case of proven emergencies and that too within 10 days of the original date of the exam.
- The make-up exam will be DIFFERENT from the original exam and will consist of ESSAY format questions only. I often cap the maximum grade a student can get from a make-up exam (usually, at 80%).
- Make-up exams will also be conducted via Respondus Lockdown browser + Webcam.
<table>
<thead>
<tr>
<th>Course Points</th>
<th>Date</th>
<th>Number of Questions</th>
<th>Points Per Question</th>
<th>Points</th>
<th>% age</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation in Consumer Psychology Research*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exam 1 - Short (Five Chapters: 1-5)</td>
<td>15-Sep</td>
<td>25</td>
<td>2.00</td>
<td>50</td>
<td>5.00%</td>
</tr>
<tr>
<td>Exam 1 - Long (Five Chapters: 1-5)</td>
<td>17-Sep</td>
<td>50</td>
<td>4.40</td>
<td>220</td>
<td>22.00%</td>
</tr>
<tr>
<td>Exam 2 - Short (Five Chapters: 6-10)</td>
<td>20-Oct</td>
<td>25</td>
<td>2.00</td>
<td>50</td>
<td>5.00%</td>
</tr>
<tr>
<td>Exam 2 - Long (Five Chapters: 6-10)</td>
<td>22-Oct</td>
<td>50</td>
<td>4.40</td>
<td>220</td>
<td>22.00%</td>
</tr>
<tr>
<td>Exam 3 - Short (Five Chapters: 11-15)</td>
<td>17-Nov</td>
<td>25</td>
<td>2.00</td>
<td>50</td>
<td>5.00%</td>
</tr>
<tr>
<td>Exam 3 - Long (Five Chapters: 11-15)</td>
<td>19-Nov</td>
<td>50</td>
<td>4.40</td>
<td>220</td>
<td>22.00%</td>
</tr>
<tr>
<td>Exam 4 - Short (Three Chapters: 16-18)</td>
<td>3-Dec</td>
<td>20</td>
<td>1.50</td>
<td>30</td>
<td>3.00%</td>
</tr>
<tr>
<td>Exam 4 - Long (Three Chapters: 16-18)</td>
<td>10-Dec15-Dec**</td>
<td>40</td>
<td>3.25</td>
<td>130</td>
<td>13.00%</td>
</tr>
<tr>
<td><strong>TOTAL POINTS</strong></td>
<td></td>
<td></td>
<td></td>
<td>1000</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

* This will involve some online research tasks/surveys. I will inform you about them over the course of the semester.
** I will most likely move this exam to Thursday, December 8th.

Grading Scale: A (>=90%), B (>=80%, <90%), C (>=70%, <80%), D (>=60%, <70%), F (<60%)

**Non-Discrimination Policy**
- The University of Texas at Arlington does not discriminate on the basis of race, color, national origin, religion, age, gender, sexual orientation, disabilities, genetic information, and/or veteran status in its educational programs or activities it operates. For more information, visit uta.edu/eos.
- The University of Texas at Arlington ("University") is committed to maintaining a learning and working environment that is free from discrimination based on sex in accordance with Title IX of the Higher Education Amendments of 1972 (Title IX), which prohibits discrimination on the basis of sex in educational programs or activities; Title VII of the Civil Rights Act of 1964 (Title VII), which prohibits sex discrimination in employment; and the Campus Sexual Violence Elimination Act (SaVE Act). Sexual misconduct is a form of sex discrimination and will not be tolerated. For information regarding Title IX, visit www.uta.edu/titleIX or contact Ms. Jean Hood, Vice President and Title IX Coordinator at (817) 272-7091 or jmhood@uta.edu.

**Disability Accommodations**
- UT Arlington is committed to both the spirit and letter of federal equal opportunity legislations, including The Americans with Disabilities Act (ADA), The Americans with Disabilities Amendments Act (ADAAA), and Section 504 of the Rehabilitation Act. All instructors at UT Arlington are required by law to provide “reasonable accommodations” to students with disabilities, so as not to discriminate on the basis of disability. Students are responsible for providing the instructor with official notification in the form of a letter certified by the Office for Students with Disabilities (OSD). Only those students who have officially documented a need for an accommodation will have their request honored. Students experiencing conditions (Physical, Learning, Chronic Health, Mental Health, and Sensory) that may cause diminished academic performance or other barriers to learning may seek services/accommodations by contacting:
  - The Office for Students with Disabilities, (OSD) www.uta.edu/disability or calling 817-272-3364.
  - Counseling and Psychological Services, (CAPS) www.uta.edu/caps/ or calling 817-272-3671 is also available to all students to help increase their understanding of personal issues, address mental and behavioral health problems and make positive changes in their lives.
# Day-by-Day Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Date &amp; Day</th>
<th>Topic</th>
<th>Chapter</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.R</td>
<td>Aug 27</td>
<td>Class Introduction; Consumer Behavior &amp; Marketing Strategy</td>
<td>1</td>
</tr>
<tr>
<td>2.T</td>
<td>Sep 1</td>
<td>Cross-Cultural Variations in Consumer Behavior</td>
<td>2</td>
</tr>
<tr>
<td>2.R</td>
<td>Sep 3</td>
<td>The Changing American Society: Values</td>
<td>3</td>
</tr>
<tr>
<td>3.T</td>
<td>Sep 8</td>
<td>Changing American Society: Demographics and Social Stratification</td>
<td>4</td>
</tr>
<tr>
<td>3.R</td>
<td>Sep 10</td>
<td>Changing American Society: Subcultures; EXAM 1 Review**</td>
<td>5</td>
</tr>
<tr>
<td>4.T</td>
<td>Sep 15</td>
<td>EXAM 1 - Short - Chapters 1-5</td>
<td></td>
</tr>
<tr>
<td>4.R</td>
<td>Sep 17</td>
<td>EXAM 1 - Long - Chapters 1-5</td>
<td></td>
</tr>
<tr>
<td>5.T</td>
<td>Sep 22</td>
<td>The American Society: Families and Households</td>
<td>6</td>
</tr>
<tr>
<td>5.R</td>
<td>Sep 24</td>
<td>Group Influences on Consumer Behavior</td>
<td>7</td>
</tr>
<tr>
<td>6.T</td>
<td>Sep 29</td>
<td>Perception</td>
<td>8</td>
</tr>
<tr>
<td>6.R</td>
<td>Oct 1</td>
<td>Perception</td>
<td>8</td>
</tr>
<tr>
<td>7.T</td>
<td>Oct 6</td>
<td>Learning, Memory, and Product Positioning</td>
<td>9</td>
</tr>
<tr>
<td>7.R</td>
<td>Oct 8</td>
<td>Learning, Memory, and Product Positioning</td>
<td>9</td>
</tr>
<tr>
<td>8.T</td>
<td>Oct 13</td>
<td>Motivation, Personality, and Emotion</td>
<td>10</td>
</tr>
<tr>
<td>8.R</td>
<td>Oct 15</td>
<td>Motivation, Personality, and Emotion; EXAM 2 Review**</td>
<td>10</td>
</tr>
<tr>
<td>9.T</td>
<td>Oct 20</td>
<td>EXAM 2 - Short - Chapters 6-10</td>
<td></td>
</tr>
<tr>
<td>9.R</td>
<td>Oct 22</td>
<td>EXAM 2 - Long - Chapters 6-10</td>
<td></td>
</tr>
<tr>
<td>10.T</td>
<td>Oct 27</td>
<td>Attitudes and Influencing Attitudes</td>
<td>11</td>
</tr>
<tr>
<td>10.R</td>
<td>Oct 29</td>
<td>Self-Concept and Lifestyle</td>
<td>12</td>
</tr>
<tr>
<td>11.T</td>
<td>Nov 3</td>
<td>Situational Influences</td>
<td>13</td>
</tr>
<tr>
<td>11.R</td>
<td>Nov 5</td>
<td>Consumer Decision Process and Problem Recognition</td>
<td>14</td>
</tr>
<tr>
<td>12.T</td>
<td>Nov 10</td>
<td>Information Search</td>
<td>15</td>
</tr>
<tr>
<td>12.R</td>
<td>Nov 12</td>
<td>Alternative Evaluation and Selection; EXAM 3 Review**</td>
<td>16</td>
</tr>
<tr>
<td>13.T</td>
<td>Nov 17</td>
<td>EXAM 3 - Short - Chapters 11-15</td>
<td></td>
</tr>
<tr>
<td>13.R</td>
<td>Nov 19</td>
<td>EXAM 3 - Long - Chapters 11-15</td>
<td></td>
</tr>
<tr>
<td>14.T</td>
<td>Nov 24</td>
<td>Outlet Selection and Purchase</td>
<td>17</td>
</tr>
<tr>
<td>14.R</td>
<td>Nov 26</td>
<td>THANKSGIVING HOLIDAY</td>
<td></td>
</tr>
<tr>
<td>15.T</td>
<td>Dec 1</td>
<td>Postpurchase Customer Satisfaction &amp; Commitment; EXAM 4 Review**</td>
<td>18</td>
</tr>
<tr>
<td>15.R</td>
<td>Dec 3</td>
<td>EXAM 4 - Short - Chapters 16-18</td>
<td></td>
</tr>
<tr>
<td>16.T</td>
<td>Dec 8</td>
<td>Class Review</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dec 10</td>
<td>EXAM 4 - Long - Chapters 16-18</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dec 15</td>
<td>Section 003 (TR 11:00 am - 12:20 pm) EXAM4-LONG on Thursday, December 10, 1:00 PM</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dec 15</td>
<td>Section 005 (TR 3:30 - 4:50 pm) EXAM4-LONG on Tuesday, December 15, at 2:00 PM</td>
<td></td>
</tr>
</tbody>
</table>

**KEY DATES:**
1. Late Registration ends on August 31st
2. September 11th is the Census Date
3. November 6th (by 4 pm) is the last day to drop classes
ACADEMIC INTEGRITY
RESOURCES FOR STUDENTS

As UTA and the rest of the world continue to move forward while dealing with the impact of the coronavirus, students may experience additional challenges. UTA will continue to serve as a resource for students during this trying time. As you complete your coursework, we encourage you to do so with the utmost integrity and in the spirit of the UTA Honor Code. Many describe integrity as doing the right thing when no one is looking. It can be tempting to cheat on assignments and exams because no one is physically monitoring your actions. Be proud of your work, complete it with integrity, and allow your actions to reflect who you wish to be. This is your opportunity to practice a higher degree of integrity.

Faculty and staff are here to support you. Take advantage of those opportunities, ask questions, and reach out to your faculty and other campus staff for help when you need it. As courses move into an online environment, the tips below will help you complete your work with integrity, master the material that you are studying, and avoid committing an academic integrity violation.

General Academic Integrity Tips

- Consult your professor’s syllabus and read it thoroughly to make sure you understand all guidelines for assignments, exams, group work, etc.
- If you are struggling to complete an assignment by the deadline, please contact your instructor. It is better to accept the grade that is earned from the work you have already completed on your own rather than take a shortcut and commit an academic integrity violation.
- Start on assignments early and learn to manage your time effectively. You may need more time to complete an assignment that you initially estimate.
- Trust yourself and believe that you are capable of doing the assignment or exam.
- Review your past assignments and exams to learn from your mistakes and make adjustments on how you prepare in the future.
- Utilize the IDEAS Center and University Tutorial & Supplemental Instruction for tutoring in specific subjects and additional academic help.

When using Respondus Lockdown Browser to Complete an Exam

- Conduct a thorough environment scan which clearly shows your entire room, your entire work surface, and the front of your computer screen.
- Use a mirror or your cell phone in selfie mode to show the front of your screen.
- Environment scans help to ensure that students do not have any unapproved materials or other people in the area.
- Performing a thorough environment scan at the beginning can reduce suspicion of possible cheating.

Tips for Online Exams

- Consult your professor’s syllabus and specific exam instructions to make sure you are aware of any guidelines specific to online exams. These may vary by class.
- Carefully follow all of your professor’s instructions regarding your exam.
- Do not have anything out that is not an Authorized Resource for the exam.
- Do not have anyone else present in the room when taking your exam.
- Turn off all other devices including phones, TV, music, etc.
- Remain in front of the camera throughout the exam and remain focused on the screen.

Office of Community Standards
Phone: 817-272-2354 | Email: conduct@uta.edu
Tips to Avoid Plagiarism

- Consult your professor’s syllabus to make sure you are aware of any specific guidelines regarding writing assignments and citation style.
- Unless otherwise specified by your professor, you should always cite any information that you use which comes from another source.
- In addition to a works cited/reference page, include in-text citations when citing a source. This is necessary for both direct quotes and when paraphrasing.
- Use quotation marks when directly quoting a source.
- Start on assignments early and get some initial thoughts down to work with.

Utilize These Resources When Completing a Writing Assignment

- UTA Writing Center
- Purdue OWL
- College specific writing coaches
- Librarians in the Central Library for research help.
- UTA Library Plagiarism Tutorial

Collaboration vs Collusion

- Students are encouraged to collaborate when learning the course material. Studying together and teaching one another benefits each party in learning the concepts.
- Collusion is an academic integrity violation and occurs when students work together on an assignment for credit when it is not permitted by the instructor.
- If you have any questions about what resources/collaboration is allowed, please ask your instructor for clarification and specific examples.
- Discussing a particular concept on its own is likely permitted whereas discussing how to solve a specific problem on an assignment would not be permitted.
- Do not ask anyone else for their coursework or seek out examples online.
- Do not share your coursework with others or upload your coursework to any website.

Be Cautious of “Study” Websites

- CourseHero.com
  - Students should not upload their assignments or faculty created materials without their permission.
  - Students should not obtain or use other students’ assignments that have not been provided by your professor.
- Chegg.com
  - Students should not seek outside help when completing an assignment for individual credit unless approved by your professor. This includes answers found online or “experts” that will provide answers to homework questions.
  - Students are encouraged to utilize the tutoring services offered at UTA.

Office of Community Standards
Phone: 817-272-2354 | Email: conduct@uta.edu
Civility in Online Courses
- Treat the other students and your faculty members the same online as you would in person.
- Engage with others in a respectful manner.
- Keep in mind that written communication lacks non-verbal cues we use to understand each other. It may be helpful to review what you write to others to ensure the message reads the same way you are intending it to.
- Remember UTA’s Principles of Community.

What Constitutes Academic Misconduct?
- Cheating
  - Giving or receiving unauthorized aid on a test or assignment. (including making your assignment available to others)
  - Taking an exam for another student, allowing someone else to take your exam, or taking an exam together.
  - Obtaining or attempting to obtain an exam or assignment not provided by the instructor including exam questions and content.
  - Resubmission of work that has been previously submitted for credit.
  - Online posting of academic work that has been submitted for credit.
- Plagiarism
  - Using someone else’s words or ideas without properly citing them.
  - Paraphrasing (writing another’s ideas in your own words) still requires a citation.
  - Failure to cite sources in both the reference page and in the body of the text.
- Unauthorized collaboration
  - Sharing individual work or receiving another student’s individual work. (unless the professor of the course specifies that students are allowed to work together, students should complete assignments individually)
  - Each professor determines what collaboration is permitted and is not permitted.

Conduct Process
- Frequently Asked Questions
- Handbook of Operating Procedures

Office of Community Standards
Phone: 817-272-2354 | Email: conduct@uta.edu
Campus Carry

- Effective August 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes as prohibited. Under the new law, openly carrying handguns is not allowed on college campuses. For more information, visit http://www.uta.edu/news/info/campus-carry/

Emergency Procedures

- Should we experience an emergency event that requires us to vacate the building, students should exit the room and move toward the nearest exit. When exiting the building during an emergency, one should never take an elevator but should use the stairwells. Faculty members and instructional staff will assist students in selecting the safest route for evacuation and will make arrangements to assist individuals with disabilities.
- Please subscribe to the MavAlert system that will send information in case of an emergency to their cell phones or email accounts. Anyone can subscribe at https://mavalert.uta.edu/ or https://mavalert.uta.edu/register.php
- Emergency Phone Numbers: In case of an on-campus emergency, call the UT Arlington Police Department at 817-272-3003 (non-campus phone), 2-3003 (campus phone). You may also dial 911. Non-emergency number 817-272-3381

Drop Policy

- Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student’s responsibility to officially withdraw if they do not plan to attend after registering. **Students will not be automatically dropped for non-attendance.** Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. For more information, contact the Office of Financial Aid and Scholarships (http://wweb.uta.edu/aao/fao/).

Student Support Services

- UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs. For individualized referrals, students may visit the reception desk at University College (Ransom Hall), call the Maverick Resource Hotline at 817-272-6107, send a message to resources@uta.edu, or view the information at http://www.uta.edu/universitycollege/resources/index.php.

Student Feedback Survey

- At the end of each term, students enrolled in face-to-face and online classes categorized as “lecture,” “seminar,” or “laboratory” are directed to complete an online Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to each student through MavMail approximately 10 days before the end of the term. Each student’s feedback via the SFS database is aggregated with that of other students enrolled in the course. Students’ anonymity will be protected to the extent that the law allows. UT Arlington’s effort to solicit, gather, tabulate, and publish student feedback is required by state law and aggregate results are posted online. Data from SFS is also used for faculty and program evaluations. For more information, visit http://www.uta.edu/sfs.
Resources for Students

**Academic Help**
- Academic Plaza Consultation Services library.uta.edu/academic-plaza
- Ask Us ask.uta.edu/
- Library Tutorials library.uta.edu/how-to
- Subject and Course Research Guides libguides.uta.edu
- Subject Librarians library.uta.edu/subject-librarians

**Resources**
- Library Home Page library.uta.edu
- A to Z List of Library Databases libguides.uta.edu/az.php
- Course Reserves pulse.uta.edu/vwebv/enterCourseReserve.do
- FabLab fablab.uta.edu/
- Special Collections library.uta.edu/special-collections
- Study Room Reservations openroom.uta.edu/

**Teaching & Learning Services for Faculty**
- Copyright Consultation library-sc@listserv.uta.edu
- Course Research Guide Development, Andy Herzog amherzog@uta.edu or your subject librarian
- Data Visualization Instruction, Peace Ossom-Williamson peace@uta.edu
- Digital Humanities Instruction, Rafia Mirza rafia@uta.edu
- Graduate Student Research Skills Instruction, Andy Herzog amherzog@uta.edu or your subject librarian
- Project or Problem-Based Instruction, Gretchen Trkay gtrkay@uta.edu
- Undergraduate Research Skills Instruction, Gretchen Trkay gtrkay@uta.edu or your subject librarian.