



1231.3402– Consumer Insight and Strategic Marketing

It is highly recommended to take a core marketing course before this course

First Semester – 2023/24

About the Lecturer



Shai Danziger (PhD University of California, Davis) is the Nathan Galstone Professor of High-Tech Marketing at the Coller School of Management, and the Assistant Dean of International Affairs at Coller. He is also the academic head of the International BA in Management & Liberal Arts. His research examines consumer information processing and decision-making. Professor Danziger has published over 50 referred journal articles in journals including *PNAS*, *Management Science*, *Journal of Consumer Research*, *Journal of Consumer Psychology*, and *OBHDP*. Shai does consulting work and expert witness testimony. He is on the editorial review board of the *Journal of Consumer Psychology*. Shai is passionate about Consumer Behavior, Research, Gardening, and Life!

Become my friend on: <https://www.linkedin.com/in/shaidanziger/>

Section	Day	Hour	Lecturer	Email	Telephone
01	Tuesday	15:45-18:30	Prof. Shai Danziger	shaid@tauex.tau.ac.il	

Teaching assistant: Raanan Keren - raanankrn@gmail.com

Office Hours: Tuesday, either before or after class

Course Units

2 course units = 8 ECTS units

The ECTS (European Credit Transfer and Accumulation System) is a framework defined by the European Commission to allow for unified recognition of student academic achievements from different countries.

Course Description

The course setting: Companies MUST understand consumers to succeed. This basic fact has led to the customer-centric approach to marketing. To develop an effective marketing strategy and implementation, companies must understand how consumers process information, feel, think, attend, remember, evaluate, choose, consume offerings, and talk about them. However, though we are all consumers, our insights, and intuitions about our own behavior and that of others may be inaccurate and misleading. This is especially true when we are very different from target market consumers.

The course goal: To teach you to become an insightful investigator and strategic shaper of consumer behavior. Achieving this goal requires examining and analyzing consumer behavior critically and uncovering findings that steer value creation and managerial action.

How: The course is designed to provide you with broad coverage of frameworks, concepts, tools, and techniques to understand consumers, with an emphasis on uncovering, generating, and interpreting business-relevant consumer insights in today's rapidly changing world. We will discuss relevant theories and research in behavioral sciences with the goal of understanding and influencing consumer behavior. We will discuss consumer motivation and need analysis, how consumers perceive, attend, and represent information, how they evaluate options and make choices, and what they say about the marketplace. We will also discuss how background influences such as culture and social class influence consumer behavior. The course format is action-learning-oriented. **So, we can delve more deeply into the subject matter, before each meeting, you will complete an interactive survey covering the topics of the meeting.**

Course Objectives

Upon course completion, you will know how to:

1. Analyze consumer information processing
2. Conduct a Consumer Journey analysis
3. Conduct an Offering analysis
4. Conduct and interpret primary consumer research (interviews and surveys)
5. Generate improvements based on consumer insights

Evaluation of Student and Composition of Grade

Weight	Assignment	Date
20%	Journey analysis	Individual.
55%	Offering analysis	3-4 group members. During the semester you will submit, independently graded, parts of the assignment, and you will deliver two 5 to 10-minute presentations.
20%	Learning modules (LM)	Individual. Completing each module by the submission date is worth 2.5 points.
5%	In-class participation	Individual. Contributing meaningfully to class discussions.

Course Assignments

Assignment notes: You will complete the Offering analysis assignment in self-selected groups of 3-4 individuals. Note the submission date for each part of the assignment.

Attendance & participation: Each person brings a unique set of experiences, perspectives, and knowledge to the classroom. I encourage you to tap into this diverse pool of resources and benefit from it. Therefore, a portion of class time is dedicated to in-class discussions and work on assignments. Constructive contributions to class discussions and active listening are important class elements. It is therefore essential that you be prepared to participate actively in class. This means you must read the assigned material prior to the class session. Effective participation includes: (1) providing insightful questions and comments on concepts from lectures and readings; (2) sharing your experience or point of view with the class; (3) building on points raised by others; (4) clarifying issues; and (5) relating ongoing topics to previous class discussions. Please keep in mind that I will base your score on the quality of your comments and not their quantity.

AI Policy

The use of generative AI tools in this class is encouraged. However, if you use an AI tool to help you generate responses, you must submit the URL that points to the AI prompt and discuss alterations you made to the response. In addition, you are still responsible for the accuracy of your submitted content. In other words, if the AI system generates inaccurate information, you will be penalized for it. As such you are required to double-check any output you use from the tools to make sure it is correct.

Grading Policy

The faculty has a grading policy for all graduate-level courses that aims to maintain a certain level of the final course grade. Accordingly, this policy will be applied to this course's final grades. As this course is an elective course, the course average will be in the 85-89 range. Additional information regarding this policy can be found on the Faculty website.

<https://coller.tau.ac.il/MBA-students/programs/2019-20/MBA/regulations/exams>

Evaluation of the Course by Student

Students will participate in a teaching survey to evaluate the instructor and the course to provide feedback for the benefit of the students, the teachers, and the university.

Course Site (Moodle)

The course site is the primary tool to communicate messages and materials. You should check the course site regularly for information on classes, assignments, and exams. Course material will be available on the course site. Please note that topics not covered in the course material but discussed in class are considered part of the course.

Course Outline*

Date	Topic(s)	Required	Assignments
(1) The basics: Frameworks & Tools			
2 Jan	Course introduction and Consumer, Context & Offering (CCO) framework		
9 Jan	Consumer information processing (CIP)		LM1 (Marketing strategy meets consumer behavior & LM 2 (CCO and CIP)
16 Jan	Consumer research	Videos: 1-3: 1 from r. list	LM 3 (Consumer research) * Submit approval form for offering analysis
(2) Making consumer tick			
23 Jan	The WHY of consumption	2 & 3 from r. list	LM 4 (Making consumers tick
30 Jan	No class due to local elections		* Submit Journey analysis
6 Feb	Presentations: Offering analysis matrix		* Submit Offering analysis matrix (part 1)
(3) Sculpting the offering & the last mile			
13 Feb	Sculpting your offering (1): internal representations, spreading activation		LM 5 (Sculpting a winning offering 1)
20 Feb	Sculpting your offering (2): Using marketing signals to form the desired image.	4 from list	LM 6 (Sculpting a winning offering 2)

Date	Topic(s)	Required	Assignments
27 Feb	Choice goals and strategies		LM 7 (Choice goals and strategies)
5 Mar	Choice architecture	5 from list	LM 8 (Choice architecture)
12 Mar	Presentations: Offering analysis interventions		* Submit Offering analysis improvements (part 2).

Required Reading & Videos

Mandatory Readings

1. Most people are not WEIRD (Nature)
2. Prosocial consumer behavior (Current opinion in psychology)
3. Canva: Is Viagra vulnerable: The MPG illusion (Science)
4. Experimental study of inequality and unpredictability in an artificial cultural market (Science)
5. Extraneous factors in judicial decisions (PNAS)

For Consumer Journey

1. Discovering new points of differentiation (HBR)
2. Anatomy of an experience map

For Offering analysis

3. Attitude change and ELM
4. Showing a tree to sell the forest: The impact of attribute and alternative-based information presentation on consumers choices.

Videos

Understanding the job to be done

- 1) <https://youtu.be/flKcN2x50rw>
- 2) <https://www.youtube.com/watch?v=ykumbLhta5U&feature=youtu.be>
- 3) <https://www.youtube.com/watch?v=P5lty34oaQ&feature=youtu.be>

Recommended Reading

1) Textbook: Consumer Behavior (4th-6th Edition) by Wayne D. Hoyer, Deborah J. MacInnis, and Rik Pieters, South-Western, 2012. This is an excellent book that provides a relatively encyclopedic reference to consumer behavior concepts, many of which we will discuss in class.

2) Academic journals: *Journal of Consumer Research*, *Journal of Consumer Psychology*, *Journal of Marketing Research*, *Journal of Marketing*, *Psychological Science*,

The following link has abstracts for research published in the *Journal of Consumer Psychology* by topic:
<http://www.myscp.org/pdf/SCP%20Consumer%20Psychology%20Syllabus%202014.pdf>

3) Popular Science Books: Note that with some of these books, you get the idea after reading about half the book.

https://www.amazon.com/Thinking-Fast-Slow-Daniel-Kahneman/dp/0374533555/ref=sr_1_1?ie=UTF8&qid=1466498639&sr=8-1&keywords=thinking+fast+and+slow+by+daniel+kahneman

An excellent, comprehensive book that deals with the entirety of human thought. Very detailed and long. Great Youtube video on the book: <https://www.youtube.com/watch?v=qzJxAmJmj8w>

https://www.amazon.com/Everything-Obvious-Common-Sense-Fails/dp/0307951790/ref=sr_1_1?s=books&ie=UTF8&qid=1466498734&sr=1-1&keywords=everything+is+obvious

A great book on understanding research in the social sciences.

Short promo for the book: <https://www.youtube.com/watch?v=D9XF0QOzWM0>

https://www.amazon.com/Stumbling-Happiness-Daniel-Gilbert/dp/1400077427/ref=sr_1_1?s=books&ie=UTF8&qid=1466498839&sr=1-1&keywords=stumbling+on+happiness

This book is about how people forecast what will make them happy in the future. I liked the book a lot.

Video: <https://www.youtube.com/watch?v=2EiV4-ClcIs>

There are many other good popular applied social science books. You can read **Malcolm Gladwell's** books and if you are interested in behavioral finance look up books by **Richard Thaler**

(https://www.amazon.com/s/ref=nb_sb_noss_2?url=search-alias%3Dstripbooks&field-keywords=richard+thaler).

Also, there are the **Dan Ariely** books on acting irrationally and on unethical behavior (https://www.amazon.com/s/ref=nb_sb_noss_1?url=search-alias%3Dstripbooks&field-keywords=dan+ariely&rh=n%3A283155%2Ck%3Adan+ariely).

Barry Schwartz has a book about "The paradox of choice: Why more is less". (https://www.ted.com/talks/barry_schwartz_on_the_paradox_of_choice).

Roy Baumeister has a book on Motivation and willpower (https://www.amazon.com/Willpower-Rediscovering-Greatest-Human-Strength/dp/0143122231/ref=sr_1_1?ie=UTF8&qid=1466499484&sr=8-1&keywords=willpower)

and Gneezy and List have a book on how to use incentives

(https://www.amazon.com/Why-Axis-Undiscovered-Economics-Everyday/dp/1610393112/ref=sr_1_sc_1?s=books&ie=UTF8&qid=1466501792&sr=1-1-spell&keywords=they+why+axis+gneezy).