SEMESTER LESSON PLAN

Courses	Course Code	Lecture Points	Weight (SKS)		Semester	Drafting Date
Consumer Behavior Analysis	205120630	Marketing Management	T = 3	P = 0	2	January 02, 2022

Authentication	RPS Development Lecturer	RMK Coordinator	Head of Study Program
	Dr. Fitroh Adhilla, S.E., M.Si., C.M.; Dr. Zunan Setiawan SE., MM	Dr. Purwoko, M.M.	Dr. Aftoni Sutanto. IF. Msi

Learning Outcomes	**CPL-Prodi charged on lecture points**	
	CPL 1 (S1)	Be wary of the One God and be able to uphold the value of humanity in carrying out tasks based on the values of Al Islam and the Greatness
	CPL 2 (S2)	Able to act as citizens who have a sense of nationality and love for the country, obey the law and discipline, respect diversity, are independent and responsible based on Pancasila
	CPL 3 (KU1)	Able to study, develop and apply science and technology scientifically in their field of expertise.
	CPL 4 (KU2)	Apply leadership principles and be able to make decisions on problems in their fields, manage and be responsible for the performance of the work units under them.
	CPL 5 (KU3)	Applying scientific thinking and descriptive scientific studies of science, technology by paying attention to human values according to their fields of expertise and being able to compile scientific works (theses, publications) that can be scientifically and ethically accounted for.

CPL 6 (PP1)	Mastering the rules and techniques of consumer behavior analysis	
CPL 7 (PP2)	Mastering the concepts of consumer behavior analysis and preparation of strategic plans and plans.	
CPL 8 (PP3)	Mastering the concept and knowledge of consumer behavior	
CPL 9 (PP4)	Mastering the concepts of quantitative and qualitative research methodology	
CPL 10 (KK1)	Able to identify, formulate, implement and make decisions2 related to Analysis of consumer behavior and able to contribute to the preparation of strategic plans and renop.	
CPL 11 (KK2)	Able to identify and provide solutions to consumer behavior analysis problems	
CPL 12 (KK3)	Able to conduct empirical studies and modeling using scientific methods of consumer behavior analysis	
CPL 13 (KK4)	Able to provide sensitivity to consumer behavior analysis	

Course Learning Outcomes (CPMK)

CPMK1	Able to apply scientific thinking, master concepts, theoretical, methods, and tools for analyzing consumer behavior CPL3, CPL 8
CPMK2	Able to evaluate, review and formulate consumer behavior analysis CPL5, CPL12
CPMK3	Able to identify managerial problems and take appropriate solutive actions based on developed alternatives, by applying CPL 13 consumer behavior analysis
CPMK4	Able to make managerial decisions and carry out appropriately based on CPL 12 consumer behavior analysis

Final ability of each learning stage (Sub-CPMK)

Sub-CPMK1	Understand the concept, theory of consumer behavior analysis CPMK1
Sub-CPMK2	Identify and explain CPMK2 consumer behavior analysis
Sub-CPMK3	Identify antecedents that are taken into consideration in carrying out consumer behavior analysis. CPMK3, CPMK4
Sub-CPMK4	Understand CPMK3, CPMK4 consumer behavior analysis
Sub-CPMK5	Identify and understand CPMK4 consumer behavior analysis trends
Sub-CPMK6	Analyzing consumer behavior CPMK3, CPMK4

Correlation of CPMK to Sub-CPMK	Sub-CPMK1	Sub-CPMK2	Sub-CPMK3	Sub-CPMK4	Sub-CPMK5	Sub-CPMK6
CPMK1	V					
CPMK2	V	V				
CPMK3			V	V		V
CPMK4			V	V	V	V

Course brief description	The consumer behavior analysis course discusses the conceptual framework of consumer behavior and related elements, including the application of various disciplines, such as psychology, sociology, anthropology, and communication. Consumer behavior in this case includes behavior and decision making, both in relation to the purchase and use of goods or services. Discussion of the conceptual framework of consumer behavior and various relevant issues in the integrated consumer decision-making process in the marketing strategy. Furthermore, the antecedents of consumer behavior in making purchases are discussed starting from external factors such as culture, social class, and reference groups. Meanwhile, internal factors will be discussed attitude, personality, lifestyle, perception, and motivation. Consumer behavior is basically strongly influenced by external factors, such as cultures, subcultures, and reference groups; as well as internal consumer factors such as motivation, perception, attitude, and personality.
Study Materials: Learning Materials	1. Consumer Behavior and Marketing Strategy 2. Cross-Cultural Variation in Consumer Behavior 3. A Changing American Society: Values, Demographics, Social Stratification, and Subcultures 4. American Society (Indonesia): Family and Household 5. Group Influence on Consumer Behavior 6. Explain about generation classifications and their marketing implications 7. Perceptual Learning, Memory, and Product Positioning 8. Motivation, Personality, and Emotions 9. Attitude and Influencing Attitude 10.Self-Concept and Lifestyle 11. Situational Influencing Consumer Decision Process and Problem Recognition 12. Evaluation and Selection of Information Search 13. Outlet Selection Process and Post-Purchase Purchase, Customer Satisfaction, and Customer Commitment 14. Organizational Buyer Behavior Marketing Regulations and Consumer Behavior

Book	Main:	
	1. Hawkins, D. I., & Mothersbaugh, D. L. (2016). Consumer Behavior : Building Marketing Strategy.New York: McGraw - Hill	
	2. Philip Kotler, Waldemar Pfoertsch, Uwe Sponholz,. (2021). H2H Marketing The Genesis of Human-to-Human Marketing. New York. Springer.	
	3. Alserhan, B. (2015), The Principles of Islamic Marketing, London and New York, Routledge.	
	Supporter	
	4. Wang, Xi; Wang, Wuyu; Chai, Yibo; Wang, Yang; Zhang, Ning (2020). E-book adoption behaviors through an online sharing platform. Information Technology & People, 33(3), 1011–1035. doi:10.1108/itp-10-2018-0482	
	5. Razia Sultana Sumi and Mahjabeen Ahmed (2022). Investigating young consumers' online buying behavior in COVID-19 pandemic . Journal of management studies, IIM Ranchi journal of management studies, e-ISSN: 2754-0146 p-ISSN: 2754-0138 DOI 10.1108/IRJMS-09-2021-0127	
Dosen Pengampu (Team Teaching)	Dr. Zunan Setiawan SE. MM; Dr. Fitroh Adilla. FROM. MSi	
Prerequisite Lecture Points	Marketing Management	

Week to -	Expected capability (Sub-CPMK)	Study materials/Learning materials	Forms, methods of learning and experience learn	Time (minutes)	Valuation			
					Technique	**Indicator**	**Weight (%)**
1	**Sub-CPMK1** Understand the concept, theory of consumer behavior analysis CPMK1 (C1: C2) **Sub-CPMK2** Identify and explain CPMK2 consumer behavior analysis (C1: C2)	(1) Consumer Behavior Apps Consumer Behavior Social marketing Informed Individuals Marketing and Consumer Strategy Behavioral Components Analysis Market Segmentation Related Needs Customer Needs	Student Discussion Lecture: Presentation and Group Discussion / Simulation / Case Study / Learning to read, take notes, ask questions, listen, give opinions related to study materials and gaps Problems that	PB 3x50 KM 3x50 PT 3x50	**Written test** in the midterm exam **Group task assessment:** Presentation **Task assessment**	1. Understand various concepts and theories of consumer behavior 2. Students are able to explain the understanding of consumer behavior and the scope of consumer behavior science. 3. Students can correctly show who exactly is meant by consumer and what is be characteristic of consumers.	10%

			Emerge during lectures and thought-based discussions on consumer behavior		**individual:** Activeness in class: by asking questions in class Written assignments	4. Students can explain the main forces that can sharpen research on consumers.	
2, 3,4	**Sub-CPMK2** Identify and explain consumer behavior analysis (C1:C2,C3) **Sub-CPMK3** Identify factors that are taken into consideration in carrying out consumer behavior analysis. (C2, C4)	(2) Cultural Concepts Cultural Value Variations Other Oriented Values Environmental Oriented Values Self-Oriented Values Cultural Variation in Global Demography Cross-Cultural Considerations in Approaching Foreign Markets (3) Changing American Cultural Values Self-Oriented Values Environmental Oriented Values Other Value Oriented (4) Demographics Population Size and Distribution Employmen t Education Income Age	Student Discussion Presentation Lecture: Presentation and Group Discussion / Simulation / Case Study / Learning to read, take notes, ask questions, listen, give opinions related to study materials and gaps in problems that arise during lectures and thought-based discussions on consumer behavior	PB 9x50 KM 9x50 PT 9x50	**Written test** on midterm exam **Group assignment assessment:** Presentation **Assessment of individual tasks:** Activeness in class: by asking questions in class Written assignments	Can: 1. Explain the concept of culture. 2. Explain core values that vary between cultures 3. and influence behavior. 4. Understand cross-cultural variation in nonverbal communication. 5. Summarizing aspects of culture. 6. Understand the role of demographics globally	15%

		Understand Pre-Depression Generation Depression Generation Baby Boom Generation Generation X Generation Y Generation Z Social Stratification Structure Social Class Measurement					
5,6	**Sub-CPMK3** Identify factors that are taken into consideration in carrying out consumer behavior analysis. (C2, C3) **Sub-CPMK4** Understand consumer behavior analysis (C2)	(5) Sifat Subkultur Subkultur Etnis Consumer Segments and Characteristics Use of Marketing Media Acculturation, Language, and Generation Influence of Marketing Segments and Consumer Characteristics of Regional Religious Subcultures Family and Household Nature and Household Influences Influence of Household Life Cycle Type Household-Based Marketing Strategy Family Decision Making Life Cycle The Nature of the	Student Discussion Presentation Lecture: Presentation and Group Discussion / Simulation / Case Study / Learning to read, take notes, ask questions, listen, give opinions related to study materials and gaps in problems that arise during lectures and thought-based discussions on consumer behavior	PB 6x50 KM 6x50 PT 6x50	**Written test** in the midterm exam **Group task assessment:** Presentation **Individual assignment assessment:** Classroom activity: by asking questions in class	Can: 1. Provide insight and ability for students to be able to respond and make decisions related to consumer behavior 2. Students can understand the nature of decision making by consumers and the factors that influence these activities. 3. Students can recognize and be able to apply various models of the decision-making process. 4. Students can understand a different way of making decisions than usual. 5. Students can understand retrieval	15%

		Family Buying Role Determinants of the Family Buying Role					

		(6) Conflict Resolution, Marketing Strategies and Family Decision Making Consumer Socialization Children's Abilities Consumer Marketing Socialization for Children Group Influence on Consumers Group Type Behavior Subculture Consumption Online Brand Communities and Social Networks Reference Group Influence on Process Consumption Nature of Influence Reference Group Level of Influence Reference Group				decision to repurchase. 6. Students can explain the diagnosis of consumer behavior so that they can understand variations in decision making by consumers and the factors that influence it.	
7	**Sub-CPMK6** Analyze consumer behavior. (C4:C5)	**Case Study** Patagonia's Eco-Fashion Push Domino's Reformulation Let's Move! Campaign Celebrities Endorsing Soda? Attention Millennials Automobile Manufacturers Adapt for You Is Your Dog a Cheese head? Targeting the Premium Pet Market Hello Kitty Mania Xerox's Ongoing Battle to	Student Discussion Presentation Lecture: Looking for material for case study, Presenting groups, ask questions, give opinions related to the case discussed, take notes	PB 3x50 KM 3x50 PT 3x50	**Written test** at the end of semester exam **Group assignment assessment:** Presentation **Individual assignment assessment:** Activeness in class: by asking questions in class	Can: 1. Formulate marketing strategies appropriately and ethically, such as strategies related to market segmentation, product positioning, and marketing communications. 2. Students can set and use a variety of evaluation criteria including price, brand name and country of origin when making decisions. 3. Students can:	10%

		Reposition Dell Takes an Emotional Approach Campbell's Targets Growing Male Grocery Shoppers					describe a set of alternatives by which a choice will be made 4. Students can assess the performance of each alternative as a basis for evaluation. 5. Students can explain and understand how the situation of consumers in making choices by looking at various existing rules.	
8	Midterm Exam			90	Written test			
9,10,11	**Sub-CPMK4** Understand consumer behavior analysis. (C2; C4)	(9) Learning, Memory, and Positioning Products The Nature of Learning and Memory The Role of Memory in Learning Short-term memory Long-term memory Learn Under High and Low Engagement Cognitive Learning Conditioning Retrieval Learning Reinforcement Impaired Response Environment Memory	Student Discussion Presentation Lecture: Presentation and Group Discussion / Simulation / Case Study / Learning to read, take notes, ask questions, listen, give opinions related to study materials and gaps in problems that arise during lectures and thought-based discussions in	PB 9x50 KM 9x50 PT 9x50	**Written test** at the end of semester exam **Group task assessment:** Presentation **Assessment of individual tasks:** Activeness in class: by asking questions in class	1. Students are able to: Students can explain the process of purchasing decisions by consumers 2. Students can distinguish between fully planned, unplanned and partially planned buying decisions 3. Students can explain the various sources of purchase and their choices.	

		(10) Brand Image and Product Positioning Brand Image McGuire's Psychological Motives: Motivational Theory and Marketing Strategies: Discovering Purchase Motives Consumer Motivation and Engagement Marketing Strategy Based on Conflict Motivation Marketing Strategy Based on Focus Rules Personality Multinature Approach Single Nature Approach Use of Personality in Marketing Practices Communicating Brand Personality Emotions Types of Emotions Emotions and Marketing Strategies Passionate Emotions as Product and Retail Benefits Emotional Reduction	Discussion of Consumer Behavior		Written assignments		20%

		as Product and Retail Advantages Addressing Consumers in Products and Services Meeting Emotions in Advertising Attitudes Affect Attitude Components Cognitive Components Affective Components Behavioral Components Consistency Strategy Components Attitude Change Changing Cognitive Components Change Affective Component Changing Components (11)Behavior, Individual and Situational Characteristics That Influence Attitude Change, Cue Relevance and Competitive Situations Consumer Persuasion: Communication Characteristics That Influence Attitudes, Formation and Change Source Characteristics				

		Attractiveness Characteristics Message Structure Characteristics Market Segmentation and Product Development Strategy Based on Product Development Market Segmentation Attitude					
12,13,14	**Sub-CPMK4** Understand consumer behavior analysis (C2; C4) **Sub-CPMK5** Identify and understand trends in consumer behavior analysis. (C2:C4)	(12) Self-Concept and Lifestyle Self-Concept Possession Interdependent/Independent Self-Concept and Self-Concept Expanded Self-Measurement Using Self-Concept to Position Products Marketing Ethics and Self-Concept Lifestyle Properties Lifestyle Measurement General versus Specific Lifestyle Schemes VALS Segment VALS™™ System Lifestyle Analysis PRIZM Social and Life Stage Group PRIZM Segment Example PRIZM Application	Lecture Presentation Discussion Students: Presentations and Group Discussions/ Simulations/ Case Studies/ Learning to read, take notes, ask questions, listen, give opinions related to study materials and gaps in problems that arise during lectures and thought-based discussions on consumer behavior	PB 9x50 KM 9x50 PT 9x50	**Written test** at the end of semester exam **Group task assessment:** Presentation **Assessment of individual tasks:** Activeness in class: by asking questions in class Written assignments	Students are able to: 1. Have broad insight and able to explain various aspects that influence the decision-making process and diverse consumer behavior. 2. Students can explain consumer satisfaction in relation to market segments. 3. Students can explain the relationship between market segmentation and profitability. 4. Students can explain the use of market segmentation in determining marketing strategies	20%

		International Lifestyle Consumer Decision Process (13) Situational Influence Nature of Situational Influence Communication Situation Purchasing Situation Situation Use Disposition Situation Situational Characteristics and Consumption Behavior Physical Environment Social Environment Temporal Perspective Task Definition Previous states Ritual Situation Situational Influences (14) Consumer Decision Process and Problem Identification Types of Consumer Decisions Nominal Decision Making Limited Decision Making Extended Decision-Making Problem Identification Process Nature of Problem Recognition Types of Consumer Problems					

		Uncontrollable Determinants of Marketing Strategy Problem Recognition and Problem Recognition					
15	**Sub-CPMK6** Analyze consumer behavior (C4; C5)	(15) Information Search: Nature of Information Search, Type of Information Sought Evaluative Criteria The Right Alternative Characteristics Alternative Sources of information Internet Search Mobile Search Marketing and Mobile Search Strategies Number of External Information Searches Cost Versus Benefits External Search Market Characteristics Product Characteristics Consumer Characteristics Situation Characteristics Based on Information Search	Student Discussion Presentation Lecture: Presentation and Group Discussion / Simulation / Case Study / Learning to read, take notes, ask questions, listen, give opinions related to study materials and gaps in problems that arise during lectures and thought-based discussions on consumer behavior	PB 3x50 KM 3x50 PT 3x50	**Written test** at the end of semester exam **Group assignment assessment:** Presentation **Individual assignment assessment:** Activeness in class: by asking questions in class	Can: 1. Discuss internal and external information search and role in different types of decisions. 2. Analyze and summarize the type of information consumers are looking for. 3. Describe alternative categories of decisions based on Available sources of information regarding the role of the internet and mobile.	10%
16	Final Semester Test			90	Written test		

Student CPL Achievement Assessment and Evaluation Portfolio

Mg	CPL	CPMK (CLO)	Sub-CPMK (LLO)	Indicator	Question form – Weight (%)		Bobot (%) Sub-CPMK	Stands: (0-100)	∑((mhs value) x (Weight %))	CPL accessibility to MK (%)
1	CPL3 CPL8 CPL5 CPL12	CPMK1 CPMK2	Sub-CPMK-1 Sub-CPMK-2	I-1.1 I-1.2	Task-1 UTS Essay Questions	5 5	10			
2-4	CPL5 CPL12 CPL13	CPMK2 CPMK3	Sub-CPMK-2 Sub-CPMK-3	I-2.1 I-2.2 I-2.3	Task-2 UTS Essay Questions	5 10	15			
5-6	CPL13 CPL12	CPMK3 CPMK4	Sub-CPMK-3 Sub-CPMK-4	I-3.1 I-3.2 I-3.3	Task-3 UTS Essay Questions	5 10	15			
7	CPL12 CPL13	CPKM3 CPMK4	Sub-CPMK-6	I-4.1 I-4.2	Task-4	5	10			
8	**Midterm Evaluation**									
9-11	CPL12 CPL13	CPMK3 CPMK4	Sub-CPMK-4	I-5.1 I-5.2 I-5.3 I-5.4	Task-5 Soal Esai WHO	5 15	20			
12-14	CPL12 CPL13	CPMK3 CPMK4	Sub-CPMK-4 Sub-CPMK-5	I-6.1 I-6.2 I-6.3 I-6.4	Task-6 Soal Esai WHO	5 15	20			
15	CPL12 CPL13	CPKM3 CPMK4	Sub-CPMK6	I-7.1 I-7.2	Task-7	10	10			
16	**End of Semester Evaluation**									
					Total Weight (%)	100	100			
					Final Student Grade (∑(MHS Score) x (Weight %))					

Student CPL Achievement Assessment and Evaluation Portfolio

No.	CPL in MK – Research Methods	Access value(0 s.d. 100)	CPL accessibility to MK (%)
1	CPL 3 (S3): Able to study, develop and apply science and technology scientifically in their field of expertise.		
2	CPL5 (KU1): Able to study, develop and apply science and technology scientifically in their field of expertise.		
3	CPL7 (KU3): Able to compile scientific papers (Thesis, publication) that can be scientifically and ethically accountable.		
4	CPL 8(PP1): Mastering the concepts and knowledge of consumer behavior		
5	CPL 12 (KK 1): Able to conduct empirical studies and modeling using scientific methods of consumer behavior analysis		
6	CPL13 (KK 2): Able to provide sensitivity to consumer behavior analysis		

Example of Student Assignment Plan Form

	MASTER OF MANAGEMENT STUDY PROGRAM, FACULTY OF ECONOMICS AND BUSINESS, AHMAD DAHLAN UNIVERSITY				
	STUDENT ASSIGNMENT PLAN				
COURSES	**Consumer Behavior *Analysis***				
CODE		**Cred its**	3	**Semester**	2
LECTURER	Dr. Zunan Setiawan, S.E., M.M. Dr. Fitroh Adilla. SE, MSi				

TASK FORM

Written Assignments

TASK TITLE

Analysis of the concept of personality based on the Freudian concept and the application of the theory of consumer behavior personality in the case of Starbucks Indonesia

SUB LEARNING OUTCOMES OF COURSES

Sub-CPMK4: Understanding consumer behavior analysis (CPMK3, CPMK4)

TASK DESCRIPTION

Obyek: *Personality and Consumer Behavior*

Ad search based on Freudian personality concept and Starbucks case analysis

TASK EXECUTION METHOD

1. Read textbooks, see videos related to the theme of discussing Freudian concepts and the application of personality theory of consumer behavior

2. Answering questions given related to the theme of discussing the Freudian concept and the application of consumer behavior personality theory

EXTERNAL SHAPES AND FORMATS

 a. Objects of Garapan: -

| **b. External forms:** |
| 1. Written report. |

| **INDICATORS, CRETERIA AND ASSESSMENT WEIGHTS** |

| **a.** Completeness and correctness of identification (50%) |
| **b.** Analytical acuity (50%) |

SCHEDULE	
Title and Framework Setting	May 09, 2022
Task External Collection	May 20, 2022

| **OTHER** |
| The assessment weight of this task is 5% of the 100% assessment of this course; |
| Tasks are worked on and presented independently; |

| **REFERENCE LIST** |

1. Joonho Moon, Myungkeun Song, Won Seok Lee and Ji Min Shim (2022) Structural relationship between food quality, self-image congruence, convenience, brand trust and willingness to pay the case of Starbucks British Food Journal ahead-of-print ahead-of-print doi.org/10.1108/BFJ-07-2021-0772

2. Rafael P. Albuquerque and João J. Ferreira (2021) Service quality, loyalty, and co-creation behaviour a customer perspective International Journal of Innovation Science 14 no doi.org/10.1108/IJIS-06-2021-0101

3. Chang, Wen-Jung (2020). Experiential marketing, brand image and brand loyalty: a case study of Starbucks. British Food Journal, ahead-of-print(ahead-of-print), –. doi:10.1108/BFJ-01-2020-0014

Holistic Rubric Assignment: Analysis of personality concepts based on Freudian concepts and application of consumer behavior personality theory

Grade	Score	Judging Criteria
Very lacking	<20	The task reports presented are irregular and unable to answer questions given.
Less	21 - 40	The task report is presented poorly and is only able to answer a small part from the questions2 given.
Enough	41 - 60	The assignment report is presented quite well and is quite capable of answering half the questions given.
Good	61 - 80	The task report is well presented and able to answer most of the questions given
Excellent	>81	The task report is very well presented and is able to comprehensively answer questions given.

Student Grade List

No	NIM	Name	Score (0-100)
1			
2			
3			
...			

Example of Perception Scale Rubric Form for Presentation Assessment

Assessed Aspects/Dimensions	Very Lacking	Less	Enough	Good	Excellent
	< 20	(21-40)	(41-60)	(61-80)	≥ 81
Preparation Ensure that there will be no technical problems during the presentation. Ensure presentations start on time					
Presentation Media Ensure that media presentas (canva, ppt, video, mic) are attractive					
Material Mastery Ensure the content of the presentation is in accordance with the theme of discussion Ensure depth of the theme					
Presentation Mastering Skills Respond to questions Answer questions Maintain presentation conditions					
Alignment of the theme of discussion with the phenomenon of consumer behavior Able to give examples of real applications of the theme discussed					

This Semester Learning Plan (RPS) applies to Master of Management students, Faculty of Business Economics, Universitas Ahmad Dahlan. This RPS is evaluated periodically every semester and improvements will be made if in its application still needed refinement

Technical Guide for Study Program Curriculum Preparation |