



HANYANG UNIVERSITY

Hanyang International Summer School

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Course Information	Class No.	18036	Course Code	BUS3014	Credits	3
	Course Name	Consumer Behavior				
	Lecture Schedule	Monday-Saturday / 09:00~12:00				
	Course Description	This course explores the transformative impact of Artificial Intelligence on consumer decision-making and market dynamics. Students will analyze how AI-driven innovations—including hyper-personalization, generative search, and predictive analytics—reshape consumer psychology and purchasing journeys. Through data-backed case studies and interactive discussions, the course examines the evolving relationship between technology and human behavior, providing students with the strategic framework necessary to navigate and lead in the AI-centric marketplace.				
	Course Objective	<p>The primary objective is to equip students with a comprehensive understanding of AI's role in modern consumer behavior. By the end of this course, students will be able to:</p> <ol style="list-style-type: none"> 1. Identify and evaluate shifts in consumer psychology triggered by AI technologies. 2. Analyze the ethical implications and privacy concerns of AI-driven marketing. 3. Leverage AI insights to predict behavioral changes and design innovative business strategies. 4. Develop actionable marketing solutions that harmonize technological advancement with consumer-centric values. 				
	Prerequisite	<ol style="list-style-type: none"> 1. Understanding of marketing (preferred) 2. Understanding of brand strategy (not must) 				
	Materials/Textbooks					

Evaluation	Attendance	20%	Quiz	10%
	Assignment	%	Mid-term Exam	%
	Presentation	%	Final Exam	%
	Group Project	50%	Participation	20%
	Etc.	Evaluation Item		Ratio
				%
				%

Daily Lecture Plan	Day 1	Introduction: The Convergence of AI and Marketing, Group building
	Day 2	Psychological Foundations of Consumer Behavior
	Day 3	Big Data & Machine Learning in Personalization
	Day 4	Shift from Search to Discovery: The Era of Generative AI
	Day 5	Algorithmic Bias and Consumer Trust
	Day 6	Workshop I: Group project - Presenting project goal and future plan (table of contents)
	Day 7	Predictive Analytics & Proactive Consumption
	Day 8	Social AI: Influencers, Chatbots, and Virtual Humans
	Day 9	The Paradox of Choice in an AI-Optimized World
	Day 10	Privacy, Surveillance, and Data Sovereignty
	Day 11	Emotional AI: Sentiment Analysis & Affective Computing
	Day 12	Workshop II: Mid-term presentation/Q&A(30 min. Each, 20 min PT, 10 min. Q&A)
	Day 13	Future of Retail: AR, VR, and AI-Powered Spaces
	Day 14	Preparing for the "Post-Consumer" Era
	Day 15	Final Presentations: Final presentation/Q&A (30 min. Each, 20 min PT, 10 min. Q&A)

Course Title: AI Technology and Consumer Behavior

Schedule: 15 Days (3 Hours/Day)

Week 1: Foundations of AI and Modern Consumer Psychology

- **Day 01 | Introduction: The Convergence of AI and Marketing**
 - Overview of AI evolution in business.
 - Mapping the "New" Consumer Journey in the AI era.
 - *Activity:* Make a group (5~6 people/each group) * Depends on the number of whole class
- **Day 02 | Psychological Foundations of Consumer Behavior**
 - Core concepts: Motivation, Perception, and Memory.
 - How digital environments alter cognitive processing.
- **Day 03 | Big Data & Machine Learning in Personalization**
 - The mechanics of Recommender Systems.
 - *Case Study:* Netflix, Spotify, and Amazon's curation logic.



- **Day 04 | Shift from Search to Discovery: The Era of Generative AI**
 - From keyword search to conversational inquiry (LLMs).
 - Impact of ChatGPT and Perplexity on the pre-purchase phase.
- **Day 05 | Algorithmic Bias and Consumer Trust**
 - The "Black Box" problem and algorithmic transparency.
 - Building brand loyalty through ethical AI practices.

Week 2: Analyzing AI-Driven Behavioral Shifts

- **Day 06 | [Workshop I: Group project - Presenting project goal and future plan \(table of contents\)](#)**
 - *Hands-on:* Each group will present their project overview and next step
- **Day 07 | Predictive Analytics & Proactive Consumption**
 - Predictive modeling and anticipatory shipping.
 - Reducing the cognitive burden of decision-making.
- **Day 08 | Social AI: Influencers, Chatbots, and Virtual Humans**
 - The rise of Virtual Influencers (e.g., Rozy, Lil Miquela).
 - The psychology of human-AI parasocial relationships.
- **Day 09 | The Paradox of Choice in an AI-Optimized World**
 - Efficiency vs. Serendipity: Does AI limit consumer exploration?
 - Balancing algorithmic curation with human agency.
- **Day 10 | Privacy, Surveillance, and Data Sovereignty**
 - The Cookieless future and consumer data anxiety.
 - Navigating GDPR and ethical data harvesting.

Week 3: Strategic Implementation and Future Frontiers

- **Day 11 | Emotional AI: Sentiment Analysis & Affective Computing**
 - AI recognition of human emotions via facial and voice analysis.
 - *Case Study:* Real-time emotional response marketing.
- **Day 12 | [Workshop II: Mid-term presentation/Q&A\(30 min. Each, 20 min PT, 10 min. Q&A\)](#)**
 - *Activity:* Each group will present their mid-term project report
 - Peer feedback session/ Q&A
- **Day 13 | Future of Retail: AR, VR, and AI-Powered Spaces**
 - Seamless shopping experiences and the "Phygital" world.
 - The death of the physical checkout and automated retail.
- **Day 14 | Preparing for the "Post-Consumer" Era**
 - The M2M (Machine-to-Machine) Economy.
 - AI Agents as primary consumers: When AI shops for humans.
- **Day 15 | [Final Presentations: Final presentation/Q&A \(30 min. Each, 20 min PT, 10 min. Q&A\)](#)**
 - Team pitches: Final presentation
 - Course wrap-up and future outlook.