



# MKTG815

## Consumer Behaviour

S1 Evening 2014

*Dept of Marketing and Management*

### Contents

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<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	5
<u>Unit Schedule</u>	8
<u>Policies and Procedures</u>	10
<u>Graduate Capabilities</u>	12
<u>Research and Practice</u>	13

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## General Information

Unit convenor and teaching staff

Unit Convenor

Hume Winzar

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Contact via [hume.winzar@mq.edu.au](mailto:hume.winzar@mq.edu.au)

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Mondays: 2:00pm to 4:00pm or by appointment

Unit Convenor

Ronald Innis

[ronald.innis@mq.edu.au](mailto:ronald.innis@mq.edu.au)

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By Arrangement by email

Credit points

4

Prerequisites

MKTG696 or admission to MCom or MIntBus or MEd or MActPrac prior to 2011

Corequisites

Co-badged status

Unit description

This unit examines the external and internal factors that influence people's behaviour in a purchase situation. It provides a conceptual understanding of consumer behaviour, integrating theories from psychology, sociology, cultural anthropology and economics. These components of a consumer's psychological and socio-economic profile are considered as influences in determining marketing strategies.

## Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

## Learning Outcomes

On successful completion of this unit, you will be able to:

Recognize and understand key concepts and theories discussed in the consumer behaviour literature

Gain practical knowledge and experience on conducting consumer research  
Demonstrate the ability to identify, discuss and analyse market trends and problems related to consumer behaviours  
Apply the above knowledge and skills to develop effective marketing strategies

## Assessment Tasks

Name	Weighting	Due
<a href="#">1. Individual Report</a>	30%	Week 5
<a href="#">2. Group Project</a>	30%	Weeks 11&12, report week 13 13
<a href="#">3. Final Examination</a>	40%	Examination period

### 1. Individual Report

Due: **Week 5**

Weighting: **30%**

The aim of this exercise is to undertake the exercise in relation to the 5 Step Buyer Behaviour Model and complete the step buying a car. You have a Car Budget of \$55,000.00 (including on-road costs) and must demonstrate each step of the buying process.

Identify (1) the steps you would take and (2) the relevant theory models used in each step.

Additional details in relation to the project will be supplied during weeks 1 and 2 in relation to project

framework and expectations.

Cars are to be available in Australia and be selected from the following brands ONLY.

Mazda

BMW

Hyundai

Subaru

Holden

FORD

Group Project

Submission: in class

Extension

Penalties: No extensions will be granted. Late submission will be accepted up to 48 hours after the submission deadline. There will be a deduction of 20% of the total available marks made

from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 40% penalty). This penalty does not apply for cases in which an application for special consideration is made and approved.

On successful completion you will be able to:

- Gain practical knowledge and experience on conducting consumer research
- Demonstrate the ability to identify, discuss and analyse market trends and problems related to consumer behaviours
- Apply the above knowledge and skills to develop effective marketing strategies

## 2. Group Project

Due: **Weeks 11&12, report week 13 13**

Weighting: **30%**

Airline/Cruise Ship Travel Tours OR Beer, Wine and Spirit Sector

Final report due Week 13 (Plan: Week 3) (Key Issues: Week 6) (Presentations Weeks 11 & 12)

The group project puts students into a real-world scenario to apply what has been discussed and learned

in class. It aims to provide a training opportunity for students to build and refine their cognitive and

analytical skills to detect, evaluate and respond to market trends that influence consumer behaviours. The

project is composed of four sequential tasks of different types, each of which will be formally assessed.

Each task offers an opportunity to learn and practise particular knowledge and skills. Students are

required to work in a group consisting of approximately 4 members. Details of this project are provided as

a separate document of Project Brief available on the course website. A peer review will be conducted at

the completion of this project, the result of which will help to determine individual scores for the group

project. The peer review form is attached in Appendix I in the end of this unit outline.

**KEY MILESTONE DATES:**

Week 3 – Project Plan: The Group is to present the Project Plan covering the key aims and objectives of

the project and a timeline. Maximum 2 pages. Not assessable but will form part of the Key Issues Report

due in Week 6.

Week 6 – **Key Issues Report:** Key findings from research and conclusions in relation to strategy.

Update of the aims, objectives and timeline. Maximum 5 pages (**5%**).

Week 13 – FINAL Report: Submission of the FINAL Report.

Report Details will be delivered in class

(Weeks 1 and 2) and the Report Framework available on i-Learn from Week 3. The FINAL Report is to

display academic theory and commercial application to the task and demonstrated balance will be required using the appropriate business models. **Maximum 15 pages (15%).**

Weeks 11/12 – Presentation: Groups will present the key findings and conclusions of the report. This will be a 20 minute Presentation and delivered in class. ALL STUDENTS are expected to attend these two weeks. MARKS will be deducted for non-attendance. Max 15 slides in TOTAL. PowerPoint Slides are to be printed and submitted for marking at the conclusion of the Presentation. **Combined Mark is (10%)**

Submission: In class

Extension

Penalties:

No extensions will be granted. Students who have not submitted the task prior to the deadline will be awarded a mark of 0 for the task, except for cases in which an application for special consideration is made and approved.

On successful completion you will be able to:

- Demonstrate the ability to identify, discuss and analyse market trends and problems related to consumer behaviours

### 3. Final Examination

Due: **Examination period**

Weighting: **40%**

Submission: N/A

Extension

Penalties: No early examination will be granted.

On successful completion you will be able to:

- Recognize and understand key concepts and theories discussed in the consumer behaviour literature
- Demonstrate the ability to identify, discuss and analyse market trends and problems related to consumer behaviours

## Delivery and Resources

### Classes

- Number and length of classes: 3 hours face-to-face teaching per week for 13 weeks, consisting of lectures and student presentations

- The timetable for classes can be found on the University web site at: <http://www.timetables.mq.edu.au/>
- Students are expected to participate in lectures. Attendance will be taken in class.
- **Warning: You MUST attend a minimum 10 of the 12 classes. Failure to do so will lead to you NOT being allowed to sit the final exam.**
- To avoid incurring a penalty, medical certificates must be provided if you are not able to attend a class. Work-related reasons are NOT accepted for your absence.
- You are expected to arrive on time and not to leave until the class ends.
- If you have a recurring problem that makes you late, or forces you to leave early, have the courtesy to discuss this with your lecturer.
- Mobile phones must be turned off and not simply set to “silent”. Students whose phones make audible sounds (whether by tone or vibration), will owe an apology to the class for wasting their time. Part of that apology is to bring a nice snack for the next period. For example, Tim Tams or other “nice” bickies are acceptable, providing 1-2 cookies per student in the unit (plus the lecturer!). Tasty home baked snacks are preferred. Failure to provide an appropriate apology for your noisy electronics means you are not welcome in class.
- Laptops MAY NOT BE USED in the class unless specified.

## Required and Recommended Texts and/or Materials

### Prescribed textbook:

- Quester, Pascale and Simone Pettigrew (2011), *Consumer Behaviour: Implications for Marketing Strategy*, 6<sup>th</sup> Edition, McGraw Hill
- The prescribed textbook can be purchased from the Macquarie University Co-op Bookshop.

### Supplementary readings:

Supplementary readings will be posted on the course website at: <https://ilearn.mq.edu.au/login/MQ/>

Students should also consult a wide range of journals, such as the following:

#### Newspapers/Magazines

Business Review Weekly

Australian Financial Review

#### Academic Journals

Journal of Marketing

Harvard Business Review

The Australian (Marketing section) Journal of Consumer Research

B&T Magazine Psychology and Marketing

Marketing Journal of Consumer Culture

Sydney Morning Herald (Business section) Journal of Business Research

Journal of Services Marketing

European Journal of Marketing

## Technology Used and Required

- Students must be familiar with Microsoft Office software or equivalent.
- The unit's login webpage address is <https://ilearn.mq.edu.au/>
- To log on, you must first obtain a login password from IT services or the library then click through to BUS 850. Please check this site each week for possible lecture slides. Other announcements and material will be posted on the site during the course.

## Unit Web Page

Course materials, including lecture notes, supplementary readings, project guide and course-related announcements, are available on iLearn at:

<https://ilearn.mq.edu.au/login/MQ/>

## Teaching and Learning Activities

The unit is delivered on a lecture-and-tutorial base. During lectures, consumer behaviour theories and concepts will be introduced and discussed in combination with case studies. During tutorials, students will obtain consultation on the project, present their allocated projects and be involved in the class discussion.

Students are expected to be engaged learners and active participants in class activities. To contribute fully to the class, students are expected to read in advance and follow current development in consumer-related market trends.

The lecture notes will be posted on iLearn at <http://ilearn.mq.edu.au> on a weekly basis. It is **NOT** allowed to record (video or tape) lectures nor tutorials.

### Changes since the last offering of this unit

Please be aware that this unit offered in S2 2013 will be lectured by different teaching staff from that in S1 2013.

Though the learning outcomes and graduate capabilities to be achieved are similar, the unit will be delivered in a different approach, with the following major changes.

1. Different assessment content and structure are designed for this unit in S2 2013.
2. Different supplementary readings and resources will be assigned to this unit in S2 2013.

## Unit Schedule

<u>Week</u>	Lecture	Readings	Tutorial
Part I Overview of Consumer Behaviour			
1 (3rd March.)	Introduction to the course  Introduction to consumer behaviour and marketing strategies	Chapter 1, Textbook	Breaking the ice
2 (10 March)	A framework for consumer analysis	Chapter 2  Supplementary readings	Grouping  Group project brief
Part II Understanding Consumer Decision-Making Processes			
3 (17 <sup>th</sup> Mar.)	Consumers' pre-purchase experiences	Chapters 3-5, Textbook	Consultation on the group project plan



4 (24 <sup>th</sup> Mar.)	Consumers' purchasing and post-purchase experiences	Chapters 6&7, Textbook	Submission of <b>Stage 1 proposal</b> for the group project plan
Part III Understanding Internal Influences to Consumers			
<b>5 (31st Mar)</b>	Perception	Chapter 8, Textbook; Supplementary readings	Feedback to the group project proposal plan
<b>6 (7th Apr.)</b>	Learning and memory	Chapters 9, Textbook; Supplementary readings	Progress report on the group project key issues  Consultation on the group project
7 (14th Apr)	Motivation, personality and emotion	Chapter 10, Textbook; Supplementary readings	Consultation on the group project
Mid-Semester Break ( 17 <sup>th</sup> Apr.---5 <sup>th</sup> May.)			
8 (5 <sup>th</sup> May.)	Attitude	Chapter 11, Textbook; Supplementary readings	Consultation on the group project
Part IV Understanding External Influences to Consumers			

9 (12 <sup>th</sup> May.)	Lifestyle, group/social influence and culture  Situational influence	Chapters 12-16, Textbook  Supplementary readings	Consultation on the group project
Part V Special Topics in Consumer Behavior 10 (17 <sup>th</sup> May.)	How does the knowledge of consumers help with our marketing strategies?	Chapter 2 and 18, Textbook	Progress report on the group project  Consultation on the group project
Part VI Group Presentations			
11 (26 <sup>st</sup> May.)	<b><i>Final Group Report presentations</i></b>		Consultation on the group project
<b>12 (2nd June.)</b>	Final Group Report Presentations  Brief on Final Examination		Consultation on the group project
13 (9th June, Queens Birthday Public Holiday)	No classes  Submission of <b><i>Final report</i></b> of the group project		

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#). Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy [http://mq.edu.au/policy/docs/academic\\_honesty/policy.html](http://mq.edu.au/policy/docs/academic_honesty/policy.html)

Assessment Policy <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy <http://mq.edu.au/policy/docs/grading/policy.html>

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Grievance Management Policy [http://mq.edu.au/policy/docs/grievance\\_management/policy.html](http://mq.edu.au/policy/docs/grievance_management/policy.html)

Disruption to Studies Policy [http://www.mq.edu.au/policy/docs/disruption\\_studies/policy.html](http://www.mq.edu.au/policy/docs/disruption_studies/policy.html) *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

## Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: [https://students.mq.edu.au/support/student\\_conduct/](https://students.mq.edu.au/support/student_conduct/)

## Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

## Learning Skills

Learning Skills ([mq.edu.au/learningskills](http://mq.edu.au/learningskills)) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

## Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

## Student Enquiries

For all student enquiries, visit Student Connect at [ask.mq.edu.au](http://ask.mq.edu.au)

## IT Help

For help with University computer systems and technology, visit <http://informatics.mq.edu.au/help/>.

When using the University's IT, you must adhere to the [Acceptable Use Policy](#). The policy applies to all who connect to the MQ network including students.

## Graduate Capabilities

### PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

#### Learning outcomes

- Recognize and understand key concepts and theories discussed in the consumer behaviour literature
- Demonstrate the ability to identify, discuss and analyse market trends and problems related to consumer behaviours
- Apply the above knowledge and skills to develop effective marketing strategies

#### Assessment tasks

- 1. Individual Report
- 2. Group Project
- 3. Final Examination

### PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

#### Learning outcome

- Gain practical knowledge and experience on conducting consumer research

#### Assessment tasks

- 1. Individual Report
- 3. Final Examination

### PG - Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and

decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

## **Learning outcomes**

- Demonstrate the ability to identify, discuss and analyse market trends and problems related to consumer behaviours
- Apply the above knowledge and skills to develop effective marketing strategies

## **Assessment task**

- 3. Final Examination

## **Research and Practice**

- This unit uses research by Macquarie University researchers
- This unit uses research from external sources (see journal article reading list)
- This unit gives you practice in applying research findings in your assignments
- This unit gives you opportunities to conduct your own research