



# MKTG815

## Consumer Behaviour

S2 Day 2014

*Dept of Marketing and Management*

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## General Information

Unit convenor and teaching staff

Unit Convenor

Ross Gordon

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Contact via [ross.gordon@mq.edu.au](mailto:ross.gordon@mq.edu.au)

E4A 551

Wednesdays: 3:00pm to 5:00pm

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:

Recognise 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 12
<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 Consumer Decision Making Process:

1. Problem recognition
2. Information search
3. Evaluation of alternatives
4. Choice/Purchase
5. Post purchase evaluation/behaviour

The assessment requires you to consider the five step Consumer Decision Making model in relation to buying a Sport Utility Vehicle (SUV) car.

Imagine you have been given a budget of \$55,000 (including on-road costs) to buy a new SUV car. In your individual assignment, you must discuss and demonstrate how you would go through each step of the 5 step consumer decision making process.

Identify (1) the steps you would take as a consumer, and identify (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 SUV models available in Australia and be selected from the following brands ONLY.

Mazda, Toyota, Hyundai, Ford, JEEP, Mitsubishi, Volkswagen, Nissan, Holden

Report should be maximum 3,000 words not including figures, tables, references and appendices.

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:

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- Apply the above knowledge and skills to develop effective marketing strategies

## 2. Group Project

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

Weighting: **30%**

Consumption communities (focusing on influences on, and marketing strategy responses to consumer behaviour on consumer culture consumption communities).

Groups are asked to select a consumption community (communities of consumers in which there is a commonality of consumption of brands, services or products). For example consumption communities are often formed around sport, music, fashion, or online services, or specific brands such as Harley Davidson motorcycles; Apple computers, laptops and phones; or Carling lager.

In your groups you are then required to:

- **1. Conduct market research:** Use market research to identify what is the industry, and key facts for the industry (e.g. sports, motorcycles, computer electronics). Consider trends, values, volume, channels, competitors, and marketing strategy.
- **2. Consumer profiles:** Who are the consumer that may be members of consumption communities formed around your brands, services or products? How do they buy, where, when, why, what and how?
- **3. Community structure:** What are the structures, boundaries, rules and norms associated with consumers being members of your consumption community of focus? For example if consumers are members of consumption community surrounding a sport - what are the common values, rituals and traditions, and structures guiding how members of the community interact with each other and with the brand, product, or service?
- **4. Strategy:** How do you best engage consumers into purchasing products, services or brands? What do they need to know? How do you fulfill the 5 steps of the Consumer Decision Making Model?

Groups will present their work in four stages:

KEY MILESTONE DATES:

- **1. Due 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.
- **2. Due Week 6 – Key Issues Report:** Key findings from research and conclusions in relation to strategy. Update of the aims, objectives and timeline. Maximum 1,000 words (5%).
- **3. Due Week 12 – 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 3,000 Words not including tables, figures, references and appendices (15%).**
- **4. Due 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%)**

### **Rationale for the group project assessment:**

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 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.**

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:

- Recognise 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

### 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:

- Recognise 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 from week 1 to week 13 of S2, consisting of combined lecture/tutorial classes, 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.
- Laptops MAY NOT BE USED in the class unless specified.

### Required and Recommended Texts and/or Materials

#### Prescribed textbook:

- Quester, Pascale, Simone Pettigrew, Sally Rao Hill, Foula Kopanidis, and Del Hawkins. (2013), *Consumer Behaviour: Implications for Marketing Strategy*, 7<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

The Australian (Marketing section)

B&T Magazine

Marketing

Sydney Morning Herald (Business section)

#### Academic Journals

Journal of Marketing

Harvard Business Review

Journal of Consumer Research

Psychology and Marketing

Journal of Consumer Culture

Journal of Business Research

Journal of Services Marketing

European Journal of Marketing

Journal of Marketing Management

Consumption, Markets and Culture

Journal of Consumer Behaviour

You can access these resources through the Library home page. Under 'research' select search for 'journals' and type the name of the journal.

### Recommended Research Databases

You should also familiarise yourself with key research databases available for access through the library. Databases recommended for your study in marketing include:

- Ebscohost:
  - Academic Search Elite
  - Business Source Premier
- Wiley Interscience
- Global Market Information Database
- Google Scholar (only when logged in via the Macquarie University website)
- *Ulrich International Periodicals* (for peer-reviewed journal checking)

### Technology Used and Required

- Students must be familiar with Microsoft Office software or equivalent.
- The unit's logon webpage address is <https://ilearn.mq.edu.au/>
- To logon, you must first obtain a logon password from IT services or the library, then click through to MKTG 815. Please check this site each week for updated/new lecture slides and other relevant course materials. 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. Students will need to participate in group work as a requirement of taking this unit. 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 2014 will be lectured by different teaching staff from that in S1 2014. Though the learning outcomes and graduate capabilities to be achieved are similar, the unit will be delivered in a slightly different approach, with the following changes.

1. Different assessment content and structure are designed for this unit in S2 2014.
2. Different/additional supplementary readings and resources will be assigned to this unit in S2 2014.

## Unit Schedule

<u>Week</u>	Lecture	Readings	Tutorial
Part I Overview of Consumer Behaviour			
1 (week beginning 4 August)	Introduction to the course  Introduction to consumer behaviour and marketing strategies	Chapter 1, Textbook	Breaking the ice

2 (11 August)	A framework for consumer analysis	Chapter 2 Supplementary readings	Grouping  Group project brief
Part II Understanding Consumer Decision-Making Processes			
3 (18 August)	Consumers' pre-purchase experiences	Chapters 3-5, Textbook	Consultation on the group project plan
4 (25 August)	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 (1 September)</b>	Perception	Chapter 8, Textbook; Supplementary readings	Feedback to the group project proposal plan
<b>6 (8 September)</b>	Learning and memory	Chapters 9, Textbook; Supplementary readings	Progress report on the group project key issues  Consultation on the group project
7 (15 September)	Motivation, personality and emotion	Chapter 10, Textbook; Supplementary readings	Consultation on the group project
Mid-Semester Break ( 22 September - 6 October )			

8 (6 October)	Attitude	Chapter 11, Textbook; Supplementary readings	Consultation on the group project
Part IV Understanding External Influences to Consumers			
9 (13 October)	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 Behaviour 10 (20 October)	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 (27 October)	Final Group Report presentations Day 1 of 2		Consultation on the group project
12 (3 November)			
	Final Group report presentations Day 2 of 2 Brief on Final Examination		Consultation on the group project
13 (10 November)	No classes Submission of <b>Final report</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 - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

#### Learning outcome

- Recognise and understand key concepts and theories discussed in the consumer behaviour literature

#### Assessment tasks

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

### 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

- Recognise 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 outcomes

- Gain practical knowledge and experience on conducting consumer research
- Apply the above knowledge and skills to develop effective marketing strategies

## Assessment tasks

- 1. Individual Report
- 2. Group Project

## 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

## Changes since First Published

Date	Description
02/08/2014	To whom it may concern, There was an apparent inconsistency in the submission deadlines for the Group project, as for S1 for MKTG815 the final group report was listed as being due in week 13 in class, yet there are no classes for this subject in week 13. Therefore, I have changed the final group report submission deadline to week 12 in class on this Unit Guide. Please do not hesitate to contact me if there are any queries regarding this. Kind regards Ross Gordon

