



# MKTG203

## Consumer Behaviour

S1 Day 2014

*Dept of Marketing and Management*

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## General Information

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Credit points

3

Prerequisites

MKTG101

Corequisites

Co-badged status

Unit description

This unit examines the external and internal factors that influence people's behaviour in a purchase situation. The unit provides a conceptual understanding of consumer behaviour, integrating theories from psychology, sociology, cultural anthropology and economics. The discipline-specific knowledge students should gain from this unit is to understand how and why consumers, including those from South–East Asia, make decisions to purchase, use and eventually dispose of products and services. This should also result in a better understanding of consumerism issues in both for-profit and non-profit sectors.

## 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:

Discuss the rationale for studying consumer behaviour.

Identify and explain factors which influence consumers' purchase decisions and relevant behaviour.

Demonstrate how knowledge of consumer behaviour can be applied to marketing and advertising.

Attain relevant generic capabilities.

## Assessment Tasks

Name	Weighting	Due
<a href="#"><u>Assessed coursework</u></a>	30%	Every week/tutorial
<a href="#"><u>Group Project</u></a>	30%	Week 7
<a href="#"><u>Final Exam</u></a>	40%	TBA- Exam Period

### Assessed coursework

Due: **Every week/tutorial**

Weighting: **30%**

Tutors will **randomly collect 5 'assessed coursework'** from students for **the typed answers** of tutorial questions. These questions are blend of theories and practices.

These worth **6% each and total of 30% of the overall grades**. They will be marked and returned to students the **following week**

The goals of this assessment is 1) to ensure students working consistently; 2) to reflect the theories learnt in lecture; and 3) to apply the theories and personal experiences in the marketing context. It's rewarding to students who prepare and participate the course in a consistent manner.

Extension:

**There will be NO extension for assessed coursework.**

On successful completion you will be able to:

- Discuss the rationale for studying consumer behaviour.
- Identify and explain factors which influence consumers' purchase decisions and relevant behaviour.
- Demonstrate how knowledge of consumer behaviour can be applied to marketing and advertising.

## Group Project

Due: **Week 7**

Weighting: **30%**

Group Project

**Due Date:** Week 7

**Weight:** 30%

### Requirements:

For this assessment students will form groups (**max 4 people per group**) in tutorials, the output of which will be **a group report of 3000 words**. Submission will be online to Moodle after the Wiki has been compiled.

The group project is intended to facilitate students applying what they learn in lectures, from readings and class discussion with the aim of expanding knowledge of marketing, consumer behaviour, tourism/travel and Australian native cultures.

The group approach emulates the professional environment in which many marketers work. **The project is wholly consumer-centric - consumers are defined as international, especially growing Asian visitors to Australia and/or domestic consumers. The aim is to build "Brand Australia" from a potential and existing consumer demand perspective as distinct from a supply perspective - in other words "creating something saleable rather than merely selling something that exists".**

Students will be tasked with creating consumer-centric products and promotions underpinned by

an understanding of consumer behaviour at market segment level within different markets (different international visitors/ unique Australian domestic sub-cultures).

The structure of the report is suggested to be as follows:

1. Market segmentation and sizing
2. Product creation
3. Promotion and advertising
4. Marketing communications and customer relations

### **Submission:**

This assessment seeks to ascertain students' abilities to work in collaboration and apply the consumer principles learnt in the course to different cultural settings. **Students will form into groups of four in the first tutorial (week 2). Your tutors will create online groups for you on ilearn base on your group formation.** At the end of semester you are also required to complete an individual evaluation of your contribution versus that of other group members. This is a confidential online survey accessed using the Assessment tool. Responsibility for the management of groups is the students own.

These groups must be within the same tutorial. Each group will **submit ONE assignment**. The created "**Brand Australia**" could be print, scanned images, a link to You-tube video. **A minimum of 10 academic journals should be cited and correctly referenced.** All referencing must be the Harvard style see <http://www.lib.monash.edu.au/tutorials/citing/harvard.html>.

The group report is submitted online to Moodle after the Wiki has been compiled. Students are required to check for plagiarism using the Turnitin tool also available from i-learn. In the end, the assignment that is submitted online for grading is also assessed for plagiarism, using Turnitin and a variety of other online tools. **Any group with a similarity rating of 30% and above will automatically receive a grade of zero.**

**This group report is due on Monday week 7, 28th April 2014 at 11:59pm.**

A marking template for the assignments is available from Moodle. As this is a group assessment, procedures as attached to the end of the course outline must be followed by all students.

One member of the group submits the assignment on behalf of the group. The assignment will be assessed online by the tutors and marked with an online grade form, which is consistent to the marking template in this unit outline. Students can access their grades and feedback from Moodle.

All individual grades for group report will be moderated by peer evaluation and/or the judgement of the tutor/lecturer by the end of the semester. We use an overall peer assessment survey at

the end of semester. **In disputes** over contributions to group work, **you have 24 hours to provide physical evidence of your contribution to your tutors.** If your tutors cannot resolve your issue, you may contact unit convenor for additional assistance. If you cannot do so the decision to moderate your group mark and or remove you from the group stands. The unit convenor has the final say in the adjustment of group-work marks taking into account peer assessment ratings.

You may be removed from the group, if in the opinion of others and on the decision of the lecturer you are not contributing. This may be based on peer evaluation. Students in this situation will submit all group work on an individual basis. **There is to be no-free riding in this course!**

On successful completion you will be able to:

- Discuss the rationale for studying consumer behaviour.
- Identify and explain factors which influence consumers' purchase decisions and relevant behaviour.
- Demonstrate how knowledge of consumer behaviour can be applied to marketing and advertising.
- Attain relevant generic capabilities.

## Final Exam

Due: **TBA- Exam Period**

Weighting: **40%**

**The Final Examination will be a two hours exam.**

The Final Examination is a test of your understanding of the important principals of consumer behaviour. The exam will be based upon material covered in lectures, tutorials, readings and the textbooks. **Two case studies will be release via iLearn before the final exam, so students can read and digest information from the pre-released material. A set of questions will be placed in the exam hall which could be answered from both theoretical and case application perspectives.**

You are expected to present yourself for examination at the time and place designated in the University Examination Timetable. The timetable will be available in Draft form approximately eight weeks before the commencement of the examinations and in Final form approximately four weeks before the commencement of the examinations.

<http://www.timetables.mq.edu.au/exam>

The only exception to not sitting an examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances you may wish to consider applying for Special Consideration. The University's policy on special consideration process is

available at [http://www.mq.edu.au/policy/docs/special\\_consideration/policy.html](http://www.mq.edu.au/policy/docs/special_consideration/policy.html)

If a Supplementary Examination is granted as a result of the Special Consideration process the examination will be scheduled after the conclusion of the official examination period. (Individual Faculties may wish to signal when the Faculties' Supplementary Exams are normally scheduled.)

The Macquarie university examination policy details the principles and conduct of examinations at the University. The policy is available at: <http://www.mq.edu.au/policy/docs/examination/policy.htm>

On successful completion you will be able to:

- Discuss the rationale for studying consumer behaviour.
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- Attain relevant generic capabilities.

## **Delivery and Resources**

### **Classes**

The classes for this subject entail three hours of face-to-face teaching:

- A two hour lecture.
- A one-hour (1 hr.) tutorial (from the week commencing second week of semester).

Participants are required to attend the sessions in which they are registered. Attempts to register in a different tutorial can be made online where space allows. Where attempts to register online fail, a written request to the course coordinator may be considered.

The timetable for classes can be found on the University web site at: <http://www.timetables.mq.edu.au/>

### **Prizes**

Prizes for this unit

[http://www.businessandconomics.mq.edu.au/undergraduate\\_degrees/prizes\\_scholarships](http://www.businessandconomics.mq.edu.au/undergraduate_degrees/prizes_scholarships)

## **Required and Recommended Texts and/or Materials**

### **Prescribed Text**

Consumer Behaviour, 6/E (available from Co-op Bookshop on campus)

Schiffman, *St John's University* Aron O'Cass, *University of Tasmania* Angela Paladino, *University of Melbourne* Jamie Carlson, *University of Newcastle*

ISBN-10: 144256153X ISBN-13: 9781442561533

Publisher: Pearson Education Australia Copyright: 2014

## Recommended Reading

- Psychology & Marketing
- Journal of Product & Brand Management
- Australasian Marketing Journal
- Journal of Economic Psychology
- Journal of Retailing & Consumer Services
- Journal of Advertising
- Journal of Retailing
- Journal of Consumer Culture
- Journal of Consumer Behaviour
- European Journal of Marketing
- International Journal of Research in Marketing
- Journal of Consumer Marketing
- Journal of Business Research
- Journal of Consumer Research
- Journal of the Academy of Marketing Science
- Journal of Marketing
- Journal of Advertising Research

## Technology Used and Required

The unit web page is a vital resource in this unit. iLearn, or Moodle resources include: lecture notes, practice quizzes, online sign-ups for groups, links, course materials and assignment research information. All Group Reports are submitted online and accessed/marked online. Students should have access to the internet at home and/or the university. Access to Moodle is only available for students who have successfully enrolled in this unit.

### Unit Web Page

Course material is available on the learning management system (iLearn)



The web page for this unit can be found at: <http://www.handbook.mq.edu.au/2012/Units/UGUnit/MKTG203>

## Teaching and Learning Strategy

Teaching is delivered in weekly lectures and tutorials. Learning activities include individual and group tasks that are to be completed during private study and in tutorials. Participants are expected to read in advance of lectures, participate in tutorials and complete all set tasks.

It is to your benefit to attend all lectures and tutorials. The unit coordinator is happy to discuss issues with you and to clarify points made in class as long as you make the effort to understand the point first by attending lectures and reading the prescribed readings. Please do not ask the coordinator to assist you in understanding a point if you have not attended the lecture or read the materials.

This course forms part of your professional education. We feel that it is important that you experience the interactions with ideas, your peers and your tutor that are provided through the workshops. Indeed, it seems to us that it is not possible to engage adequately with this unit, and to fulfil its objectives, without completing the tutorial activities. While most students willingly accept this participation as a part of their professional responsibility some, for various reasons, do not participate fully. Therefore, we have found it necessary to make satisfactory lecture and workshop attendance an expected and measured component of the unit.

Attendance at lectures is strongly recommended. If you are unable to attend a lecture or series of lectures for any reason, it is strongly suggested that you get access through ECHO 360 on iLearn. An attendance record for all students will be maintained and your preparation and participation in these classes will be assessed.

**Note: You are required to attend at least 10 out of the 13 tutorials. Failure to do so without an adequate reason (illness or special consideration) will result in a grade of FA 0.**

### Changes from last offering:

1. Textbook
2. Assessments
3. Final exam

## Unit Schedule

Week	Chapters	Lecture Topics	Tutorials (see weekly tutorial questions on iLearn to prepare and bring to class)
1.	Chapter 1	Introduction to the course The foundations of consumer behaviour	No tutorial in week 1
2.	Chapter 2 &Chapter 3	Market Segmentation Consumer needs and motivations	Briefing on assessments; Formation of groups
3.	Chapter 4	Personality and self-concept	Tutorial exercises
4.	Chapter 5	Consumer perception	Tutorial exercises
5.	Chapter 6	Learning and consumer involvement	Tutorial exercises; Group assignment Q&As
6.	Chapter 7	Consumer attitudes	Tutorial exercises; Group assignment Q&As
7.	Chapter 8	Social influences on CB	Group Assignment due on Turnitin this week on Monday by 11:59pm Tutorial exercises
8.	Chapter 9 &Chapter 10	The family Social class and CB	Tutorial exercises
9.	Chapter 11 &Chapter 12	Culture Subcultural aspects	Tutorial exercises
10.	Chapter 13 & Chapter 16	Cross-cultural CB Public policy and consumer protection	Tutorial exercises
11.	Chapter 14	Decision making	Tutorial exercises
12.	Chapter 15	Consumer influence and diffusion of innovations	Tutorial exercises

13.	Review of chapters 1-16	Exam Revision	Tutorial exercises; Exam revision
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## 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

### Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

### Learning outcomes

- Discuss the rationale for studying consumer behaviour.
- Identify and explain factors which influence consumers' purchase decisions and relevant behaviour.
- Demonstrate how knowledge of consumer behaviour can be applied to marketing and advertising.

### Assessment tasks

- Assessed coursework
- Group Project
- Final Exam

## Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

### Learning outcomes

- Demonstrate how knowledge of consumer behaviour can be applied to marketing and advertising.
- Attain relevant generic capabilities.

### Assessment tasks

- Group Project
- Final Exam

## Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

### Learning outcomes

- Identify and explain factors which influence consumers' purchase decisions and relevant behaviour.
- Demonstrate how knowledge of consumer behaviour can be applied to marketing and advertising.
- Attain relevant generic capabilities.

### Assessment tasks

- Assessed coursework
- Group Project
- Final Exam

## Creative and Innovative

Our graduates will also be capable of creative thinking and of creating knowledge. They will be

imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

## **Learning outcomes**

- Demonstrate how knowledge of consumer behaviour can be applied to marketing and advertising.
- Attain relevant generic capabilities.

## **Assessment task**

- Group Project

## **Research and Practice**

### **Recommended Reading**

- Psychology & Marketing
- Journal of Product & Brand Management
- Australasian Marketing Journal
- Journal of Economic Psychology
- Journal of Retailing & Consumer Services
- Journal of Advertising
- Journal of Retailing
- Journal of Consumer Culture
- Journal of Consumer Behaviour
- European Journal of Marketing
- International Journal of Research in Marketing
- Journal of Consumer Marketing
- Journal of Business Research
- Journal of Consumer Research
- Journal of the Academy of Marketing Science
- Journal of Marketing
- Journal of Advertising Research