



MKTG815

Consumer Behaviour

MQC S2 Day 2014

Dept of Marketing and Management

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General Information

Unit convenor and teaching staff

Lecturer

Nicole Lasky

nicole.lasky@mqc.edu.au

Immediately following class

Moderator

Stephanie Huang

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
<u>1. Individual Report</u>	30%	Week 5
<u>2. Group Project</u>	30%	Weeks 11 & 12, Report week 13
<u>3. Final Examination</u>	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

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:

- 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

2. Group Project

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

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 Wednesday 5:00pm via Turn-It-In – 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 Wednesday 5:00pm via Turn-It-In– Key Issues Report:** Key findings from research and conclusions in relation to strategy. Update of the aims, objectives and timeline. Maximum 5 pages (5%).
- **3. Due Week 13 Wednesday 5:00pm via Turn-It-In– 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%).**
- **4. Due Weeks 11/12 in the beginning of class – 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: All written work will be due on Wednesday at 5:00pm of the Week it is due via Turn-It-In. All groups will be ready to present in the beginning of class (8:30am) on either Week 11 or 12 as arranged in classes.

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
- Students are expected to participate in lectures. Attendance will be taken in class.
- **Warning: You MUST attend a minimum 11 of the 13 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.

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*, 7th Edition, McGraw Hill
- The prescribed textbook can be purchased from the University Co-op Bookshop on Phillips Street.

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
- Scopus
- Web of Knowledge
- 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 MKTG815. 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. Recording (video or tape) lectures or tutorials is **NOT** allowed.

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

Week	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	Group Formation
2 (11 August)	A framework for consumer analysis	Chapter 2 Supplementary readings	Group project brief
Part II Understanding Consumer Decision-Making Processes			
3 (18 August)	Consumers' pre-purchase experiences Due Week 3 Wednesday 5:00pm via Turn-It-In – Project Plan	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 Stage 1 proposal for the group project plan
Part III Understanding Internal Influences to Consumers			
5 (1 September)	Perception	Chapter 8, Textbook; Supplementary readings	Feedback to the group project proposal plan
6 (8 September)	Learning and memory Due Week 6 Wednesday 5:00pm via Turn-It-In– Key Issues Report	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

<p>Part V Special Topics in Consumer Behaviour</p> <p>10 (20 October)</p>	<p>How does the knowledge of consumers help with our marketing strategies?</p>	<p>Chapter 2 and 18, Textbook</p>	<p>Progress report on the group project</p> <p>Consultation on the group project</p>
<p>Part VI Group Presentations</p>			
<p>11 (27 October)</p>	<p>Final Group Report presentations Day 1 of 2</p>		<p>Consultation on the group project</p>
<p>12 (3 November)</p>	<p>Final Group report presentations Day 2 of 2</p> <p>Brief on Final Examination</p>		<p>Consultation on the group project</p>
<p>13 (10 November)</p>	<p>No classes</p> <p>Due Week 13 Wednesday 5:00pm via Turn-It-In- FINAL Report</p>		

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

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

Disruption to Studies Policy 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/

Grading Appeals and Final Examination Script Viewing

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

<http://www.city.mq.edu.au/reviews-appeals.htm>

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) 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 Support at Macquarie City Campus

Students who require assistance are encouraged to contact the Student Services Manager at Macquarie City Campus. Please see reception to book an appointment.

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at <http://students.mq.edu.au/support/>

At any time students (or groups of students) can book our Student Advising rooms on Level 6 by emailing info@city.mq.edu.au with a day and time and nominated contact person. There are additional student study spaces available on Level 1.

Macquarie University Campus Wellbeing also has a presence on the City Campus each week. If you would like to make an appointment, please email info@city.mq.edu.au or visit their website at: <http://www.campuslife.mq.edu.au/campuswellbeing>

StudyWISE provides:

- Online learning resources and academic skills workshops http://www.mq.edu.au/learning_skills
- Personal assistance with your learning & study related questions

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

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.

Students are expected to act responsibly when utilising Macquarie City Campus IT facilities. The following regulations apply to the use of computing facilities and online services:

-Accessing inappropriate web sites or downloading inappropriate material is not permitted.

-Material that is not related to coursework for approved unit is deemed inappropriate.

-Downloading copyright material without permission from the copyright owner is illegal, and strictly prohibited. Students detected undertaking such activities will face disciplinary action, which may result in criminal proceedings. Non-compliance with these conditions may result in disciplinary action without further notice.

If you would like to borrow headphones for use in the Macquarie City Campus computer labs (210, 307, 311, 608) at any point, please ask at Level 2 Reception. You will be required to provide your MQC Student ID card. This will be held as a deposit while using the equipment.

For assistance in the computer labs, please see a Lab Demonstrator (usually they can be found in Lab 311, otherwise ask at Level 2 Reception).

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