



MKTG203

Consumer Behaviour

S1 Day 2017

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 provides a conceptual understanding of consumer behaviour by integrating theories from marketing, psychology, and sociology to provide an in-depth understanding of why consumers think, feel and act the way that they do. The unit is therefore essentially about 'people watching' and so the unit is interested in what consumers discuss, how they interact with each other, how they shop for items, decide upon them, buy (or not buy) them, consume them and ultimately dispose of them. By the end of this unit, students will have a much deeper and richer understanding of how having possessions not only affects our lives but how these possessions also influence the way that we feel about ourselves and about one another. Students will develop graduate capabilities in critical, analytical and integrative thinking.

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:

Identify, understand, and articulate a range of external and internal influences on consumer behaviour.

Critically discuss, analyse and integrate consumer behaviour literature to create coherent and theoretically rigorous arguments relating to ethical and sustainable consumption.

Apply consumer behaviour knowledge to develop creative solutions to unsustainable consumption decisions and practices acknowledging the ethical implications to society.

Demonstrate understanding and application of roles and relationships within a group.

General Assessment Information

Students must achieve 50% (50 marks out of 100) or higher to pass the unit.

Assessment Tasks

Name	Weighting	Hurdle	Due
Participation	10%	No	Weeks 2-6 and 9-13
Group Assignment	25%	No	Weeks 5, 6, 11, 12
Individual Assignment	25%	No	Monday 8 May 8AM
Final Exam	40%	No	Formal examination period

Participation

Due: **Weeks 2-6 and 9-13**

Weighting: **10%**

Students have the opportunity to participate in multiple ways throughout the semester.

Participation will be assessed in weeks 2, 3, 4, 5, 6, 8, 9, 10, 11 and 12. Participation attracts 1% per week for a total of 10 weeks to a maximum of 10%. To be eligible for participation marks, **student must attend tutorial** but can **choose** how to participate in each of the 10 assessable weeks. Students will have the opportunity to participate in tutorials, in lecture and in weekly online iLearn discussion forums. Participation will be graded throughout the semester based on the level of engagement and quality of comments, questions and feedback provided.

Tutorial Participation. Starting in Week 2 students can participate in tutorials by engaging in

the weekly tutorial discussions. Students also can assist their own tutorial groups as well as others in developing the Creative Productions.

- In weeks 2, 3, 4, 8, 9 and 10 students will have the opportunity to participate in tutorial by discussing the weekly consumer behaviour topics and required readings.
- During the presentation weeks in weeks 5, 6, 11 and 12, students also have opportunities to participate. After listening carefully to other tutorial presentations, students can participate by acting as a sounding board providing immediate feedback on aspects of others' work as well as providing guidance for future direction, points of clarification and suggestions for improvement. Participation marks also will accrue to any student within the presenting group who fields questions posed by the audience.

Lecture and iLearn Participation. Students also can participate in lectures and on the weekly iLearn discussion boards by raising and posting interesting issues, responding to questions asked and by challenging materials in the textbook, lecture sides, required readings and video clips.

NOTE: Tutorial attendance is required but not sufficient to attract participation marks. Students must attend tutorial and also participate that week either in tutorial, in lecture or in the online iLearn discussion forum.

WARNING: For every tutorial missed, you must go through the formal online process and submit a Disruption to Studies (DTS). **Failure to attend tutorial or to obtain an approved (DTS) will result in 0 for that week's participation.**

On successful completion you will be able to:

- Identify, understand, and articulate a range of external and internal influences on consumer behaviour.
- Critically discuss, analyse and integrate consumer behaviour literature to create coherent and theoretically rigorous arguments relating to ethical and sustainable consumption.

Group Assignment

Due: **Weeks 5, 6, 11, 12**

Weighting: **25%**

CONSUMER BEHAVIOUR AND GLOBAL CHALLENGES GROUP CREATIVE PRODUCTION

Sustainable consumption is one of the world's biggest challenges. Consumption is complex affecting people's physical, mental, emotional and spiritual well-being. People need to consume to survive yet many today live in poverty in appalling conditions with limited access to food, clean water, housing, healthcare and education. While *underconsumption* is a critical problem for low-income consumers, *overconsumption* is increasingly becoming problematic for middle to high-income consumers whose excessive consumption not only damages the environment but can

also lead to physical, mental and financial distress (Sheth, Sethia and Srinivas, 2011). Both *underconsumption* and *overconsumption* are not sustainable and lead to serious detrimental consequences for the environment, for individual consumers and for society.

Consider the environmental impact and the needs of vulnerable consumers within your community and the world around you. Working together as a consumer research group, identify a social, health or environmental issue to tackle due to either *underconsumption* (e.g. poverty, illiteracy, hunger, etc.) or *overconsumption* (e.g., obesity, cyber-bullying, alcohol-fuelled violence, etc.). The creative production is in three stages. Stage 1: As a group conduct background research to explain why the identified issue is problematic from a sustainability view point. Stage 2: As individuals think through the ethical concerns and use relevant theoretical literature to critically examine the consumer behaviour in terms of personal, interpersonal and cultural influences. Stage 3: As a group integrate group members' individual consumer research and develop an innovative solution to address the issue.

Creative Production requirements and due dates:

Stage 1: Group work (10%): Problem Identification & Background Research.

- Due in Weeks 5 and 6.
- Created materials uploaded to iLearn and oral presentation in tutorials.
 - Two group members present for 5 min each, 10 min per group.

Stage 2: Individual work (25%): Consumer Research & Ethical Implications

- Due in Week 9 on Monday 8 May at 8pm.
- Written assignment a maximum of 2000 words submitted to Turnitin.

Stage 3: Group work (15%): Research Integration & Problem Solution

- Due in Weeks 11 and 12.
- Created materials uploaded to iLearn and oral presentation in tutorials.
 - Remaining 2-3 group members present for 5 min each, 15 min per group.

Students will form groups in tutorials in week 2 and are required to remain in the same group for the semester. Most student groups will have four to five students in each group. All group members are to work as a team and participate equally to the Creative Production. The Creative Production will be assessed based on the quality of the material created and presented.

Group work: Each group member must present AND must attend BOTH of their group's presentations. Members who fail to attend or to present will receive 0 marks, except for cases in which an application for Disruption of Studies is made and approved.

Individual work: There will be a deduction of 10% 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 – 20% penalty). This penalty does not apply for cases in which an application for disruption of studies is made and approved.

On successful completion you will be able to:

- Critically discuss, analyse and integrate consumer behaviour literature to create coherent and theoretically rigorous arguments relating to ethical and sustainable consumption.
- Apply consumer behaviour knowledge to develop creative solutions to unsustainable consumption decisions and practices acknowledging the ethical implications to society.
- Demonstrate understanding and application of roles and relationships within a group.

Individual Assignment

Due: **Monday 8 May 8AM**

Weighting: **25%**

NOTE: This individual assignment is STAGE 2 of the group Creative Production and fulfils the required individual component of group work in the unit.

Creative Production Stage 2: Individual work (25%): Consumer Research & Ethical Implications

As individuals, think through the ethical concerns and use relevant theoretical literature to critically examine consumer behaviour in terms of personal (e.g., consumer motivation, values, identity, perception, learning and memory, personality, attitudes and attitude change, decision-making...), interpersonal (e.g., reference groups, social class and status) and cultural influences. Each group member must investigate a different consumer behaviour influence as well as discuss and compare two traditions of ethical thought that are relevant to the group issue identified in Stage 1.

This is an essay based on scholarly journal article research, theory and critical evaluation/synthesis (not mere description). You must support your work with a minimum of 5 high quality academic journal articles and at least one actual marketing example. Strict maximum of 2,000 words permitted.

Essays must be submitted online VIA Turnitin for MKTG203 by the due date.

- Your soft copy must include all parts of your work including a title Page with full student name (last name in CAPITALS), ID number, tutor name, tutorial day and time, the complete reference list and any appendices.
- Please name your file as follows: **Surname_Tutor_Final Essay.doc**
- Essay should be formatted in 12 times new roman font, 1.5 line spacing, regular margins, headings in capitals and bold, sub-headings in upper and lower case and bold italics.
- Word limit includes in-text citations, but not title page, sub-headings, reference list or appendices.
- Full Harvard referencing is required (in-text citations and reference list).
- Essays will be marked electronically via GradeMark on Turnitin using iLearn, annotated

with comments from the marker. Your grades will be available for viewing in Gradebook via iLearn. An announcement will be made on iLearn when assignments have been marked.

- **No extensions will be granted.**

Notes:

- Failing to meet the 5 quality journal article minimum will lead to a 10% deduction of marks.
 - Keep in mind: The academic journal articles may address the actual topic, a related topic or relevant ethical theories. Make sure to use quality journal articles accessed from top ranking journals such as: Journal of Marketing, Journal of Consumer Research, Journal of Business Research, European Journal of Marketing, etc.... If in doubt find out the journal ranking or pose a question on the general iLearn discussion board.
- Failure to reference or inaccurate referencing will lead to a 10% deduction of marks.
- Exceeding the word limit will lead to a 10% deduction of marks. Markers will stop reading once the 2000 word limit is reached.
- Late submissions will lead to a 10% deduction for each 24 hour period or part thereof (for example, 25 hours late in submission – 20% penalty).
 - This penalty does not apply for cases in which an application for disruption of studies is made and approved.

On successful completion you will be able to:

- Critically discuss, analyse and integrate consumer behaviour literature to create coherent and theoretically rigorous arguments relating to ethical and sustainable consumption.
- Apply consumer behaviour knowledge to develop creative solutions to unsustainable consumption decisions and practices acknowledging the ethical implications to society.

Final Exam

Due: **Formal examination period**

Weighting: **40%**

The duration of the exam is 3 hour held during the university's exam period.

The final exam is comprehensive covering all materials in lectures (including guest lectures), tutorials (including both group and individual components of the creative production), textbook and required journal article readings.

The final exam is long essay format.

Failure to take the final exam will result in 0 out of 40 marks. Students who miss the final exam due to illness will need to lodge an online disruption to studies application with supporting documentation in order to be considered for a supplementary final exam.

On successful completion you will be able to:

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Delivery and Resources

Lectures and Tutorials:

- This unit consists of 3 hours face-to-face teaching per week, one 2 hour lecture and one 1 hour tutorial

Required Reading: Textbook

- Ling, Peter, Steven D'Alessandro, and Hume Winzar. 2015. *Consumer Behaviour in Action*. Oxford University Press: Australia and New Zealand.

Required Reading: Journal Articles

- Lemon, Katherine N., and Peter C. Verhoef. 2016. Understanding customer experience throughout the customer journey. *Journal of Marketing*, 80, 6, 69-96.
- Olson, J. G., McFerran, B., Morales, A. C., & Dahl, D. W. (2016). Wealth and Welfare: Divergent Moral Reactions to Ethical Consumer Choices. *Journal of Consumer Research*, 42(6), 879-896.
- Sheth, Jagdish N., Nirmal K. Sethia, and Shanthi Srinivas. 2011. Mindful consumption: a customer-centric approach to sustainability. *Journal of the Academy of Marketing Science*, 39,1, 21-39.

Other Resources are available on the MKTG203 iLearn website Technology Used and Required:

- Students are required to use power point, word processing and ilearn.

Unit Webpage:

- Course materials are available on the learning management system (iLearn)
- The web page for this unit can be found at: <http://ilearn.mq.edu.au>

- The timetable for this unit can be accessed from this portal: <http://timetables.mq.edu.au>

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_2016.html

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

Complaint Management Procedure for Students and Members of the Public http://www.mq.edu.au/policy/docs/complaint_management/procedure.html

Disruption to Studies Policy (in effect until Dec 4th, 2017): http://www.mq.edu.au/policy/docs/disruption_studies/policy.html

Special Consideration Policy (in effect from Dec 4th, 2017): <https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/special-consideration>

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/

Results

Results shown in *iLearn*, or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit ask.mq.edu.au.

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 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://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources 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

- Identify, understand, and articulate a range of external and internal influences on consumer behaviour.
- Critically discuss, analyse and integrate consumer behaviour literature to create coherent and theoretically rigorous arguments relating to ethical and sustainable consumption.
- Apply consumer behaviour knowledge to develop creative solutions to unsustainable consumption decisions and practices acknowledging the ethical implications to society.

Assessment tasks

- Participation
- Group Assignment
- Individual Assignment
- 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

- Identify, understand, and articulate a range of external and internal influences on consumer behaviour.
- Critically discuss, analyse and integrate consumer behaviour literature to create coherent and theoretically rigorous arguments relating to ethical and sustainable consumption.
- Apply consumer behaviour knowledge to develop creative solutions to unsustainable consumption decisions and practices acknowledging the ethical implications to society.
- Demonstrate understanding and application of roles and relationships within a group.

Assessment tasks

- Participation
- Group Assignment
- Individual Assignment
- Final Exam

Engaged and Ethical Local and Global citizens

As local citizens our graduates will be aware of indigenous perspectives and of the nation's historical context. They will be engaged with the challenges of contemporary society and with knowledge and ideas. We want our graduates to have respect for diversity, to be open-minded, sensitive to others and inclusive, and to be open to other cultures and perspectives: they should have a level of cultural literacy. Our graduates should be aware of disadvantage and social justice, and be willing to participate to help create a wiser and better society.

This graduate capability is supported by:

Learning outcomes

- Critically discuss, analyse and integrate consumer behaviour literature to create coherent and theoretically rigorous arguments relating to ethical and sustainable consumption.
- Apply consumer behaviour knowledge to develop creative solutions to unsustainable consumption decisions and practices acknowledging the ethical implications to society.

Assessment tasks

- Group Assignment
- Individual Assignment
- Final Exam

Socially and Environmentally Active and Responsible

We want our graduates to be aware of and have respect for self and others; to be able to work with others as a leader and a team player; to have a sense of connectedness with others and country; and to have a sense of mutual obligation. Our graduates should be informed and active participants in moving society towards sustainability.

This graduate capability is supported by:

Learning outcomes

- Critically discuss, analyse and integrate consumer behaviour literature to create coherent and theoretically rigorous arguments relating to ethical and sustainable consumption.
- Apply consumer behaviour knowledge to develop creative solutions to unsustainable consumption decisions and practices acknowledging the ethical implications to society.

Assessment tasks

- Group Assignment
- Individual Assignment
- Final Exam

Changes from Previous Offering

The assessment tasks have changed. The textbook and required readings have changed.

Global contexts & Sustainability

This unit draws on high quality international consumer behaviour research with an emphasis on sustainable value for business and society. Assessment tasks allow students to demonstrate their knowledge of sustainability processes such as lifecycles, stakeholder interpretation and systemic thinking.

Research & Practice

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 .