MKTG815

Consumer Behaviour

S2 Day 2017

Dept of Marketing and Management

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General Information

Unit convenor and teaching staff
Unit Convenor
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Contact via Email
E4A 650
Immediately following the seminar

Mehdi Azam
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Credit points
4

Prerequisites
MKTG696

Corequisites

Co-badged status

Unit description
This unit examines the external and internal factors that influence people's consumer behaviour. It provides a conceptual understanding of consumer behaviour, integrating theories from psychology, sociology, cultural anthropology and consumer culture theory, and economics. The unit draws on perspectives from positivist and intepretivist research and practice. These components of a consumer's psychological and socio-economic profile, and broader situational, social, cultural and structural factors, 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 in a group

context

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

Assessment Tasks

Name	Weighting	Hurdle	Due
1. Investigative Media Report	40%	No	Week 12 Friday 9pm AEST
Assessed coursework 1 page	10%	No	Week 7 Friday 9pm AEST
2. Final Examination	50%	No	Examination period

1. Investigative Media Report

Due: **Week 12 Friday 9pm AEST**
Weighting: **40%**

DESCRIPTION OF TASK

Investigative Social Media Report

Final Report Due: Friday Week 12 9pm AEST - worth 30%

Draft Theoretical themes (max 5 pages) due in class Week 5 - worth 5%

Preliminary results due in class Week 9 (8 minute presentation) - worth 5%

Marking rubric available via iLearn

Students are required to complete a major group report during the course. The report will be weighted as 40% of the course.

The report itself is weighted 30%, the preliminary theoretical theme draft 5% and the short verbal presentation of findings 5%

In order to support the development of your report, class activities have been built in to the weekly course schedule. You will also present the drafting of your work in order to obtain peer feedback.

The report topic is as follows:

“Social media has revolutionised the marketing of services. New media platforms have blurred the lines between formal advertising, editorial and user generated content. Investigate."

You may choose two social media platforms from Snapchat, Instagram, Twitter, and Facebook. Your report will address the following content;

1. **Industry background:** Using industry research define and describe the nature of each of the social media platforms that you have chosen. Provide a very brief background on its development and success. Use journal article research to compare and contrast the marketing purpose/positioning, objectives and motives of the platforms from the perspective of its users (brands, and consumers).
2. **Literature review:** Provide a literature review of approximately 2-4 selected theoretical themes. Each theoretical theme should address a) definition/conceptualisation of concept; b) its theoretical and managerial relevance/importance; c) key characteristics of the concept; d) detail presented in various articles around the concept/findings; de) conclusion and how links to your other chosen theoretical themes
3. **Method**: What did you do and how did you do it? Using qualitative research, conduct 10 semi-structured in-depth interviews with active daily users of your social media platforms. These interviews should be approximately 45 minutes each. Provide a table characterising each participant (gender, age, country of origin and residence, frequency of use of platform(s), main reason(s) for use of platform(s). Transcribe interviewer and interviewee verbatim from the interviews. Retain word document copies of your transcripts for submission to your marker along with your report - this is mandatory. You will also be asked to submit your NVIVO file via email to the unit convenor with your coding of data.
4. **Analysis and discussion:**Analyse the data using the software NVIVO and develop and apply a coding framework to analyse you data. Present your parent and child coding nodes in a table, along with their frequency of use. Your analysis should aim to broadly address the following issues, and your analysis should be guided and closely linked to your chosen theoretical themes in part 2;

- What consumers use these platforms for
- Their expectations of engagement on these platforms
- How they engage with brands on these platforms
- In what ways do the above issues differ between your two chosen platforms?

5. **Managerial implications and conclusion:** In light of your qualitative analysis, discuss the implications for brand management. How should brands handle their social media platform content and activity? In what way can they best engage consumers in each social media platform?

NOTES:

Final report component contains an individual mark: You will have four members per group. Each group members contribution will be weighted using a peer group scoring method upon submission of the report, and they will receive an individual mark based on the final mark

awarded. This mark will be moderated by your Tutor who will discuss each members contribution with the group. For example if your group is given an final report score of 50/60 for the report, and group member 1's contribution is weighted by each of his/her three group peers as 8/10, 6/10, 9/10 (23/3 = 7.7). Group member 1 would receive a score of 0.77 x 50 or a final mark for the report of 38.5/60. This final score is moderated by your Tutor as above.

This is an assessment based on scholarly research (e.g., journal articles (peer reviewed or otherwise), scholarly book chapters, research monographs, research handbooks etc), theory and critical evaluation, analysis and synthesis (not mere description). The reports upper word limit is 5,000 words. There is no minimum word limit. The upper word limit is strict. NB. The word limit does not include; title page/cover page, sub-headings, reference list (Note - it does include in-text citations), or the appendix.

- A minimum of 10+ scholarly articles is deemed to be absolutely necessary to understand this area and this should be used as a guide.
- Full Harvard author-date referencing is required (in-text citations, and reference list).
- Excess words beyond the strict word limit will not be read or marked.

No extensions will be granted. 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. No submission will be accepted after solutions have been posted.

Your report must be submitted online VIA Turnitin: Submit soft copy to the plagiarism detection system 'Turnitin' VIA iLearn before the deadline. NB Your report will only be marked if it is submitted in word doc format. **It will not be marked** if it is submitted in any other file format.

Please note the following:

• One member must be responsible for submitting the report to iLearn. Your soft copy must include a title Page with full official student names (last name in CAPITALS) and student ID numbers. It must also include your reference list. Please name your file as follows: **Surnames_Final Report.doc**

• Report should be formatted as follows; size 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.

• Report will be marked electronically via GradeMark on Turnitin using iLearn, annotated with comments from the marker and your grades will be available for viewing on the Grades link via iLearn approximately 3 weeks after submission. An announcement will be made on iLearn when assignments have been marked.

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

Assessed coursework 1 page

Due: **Week 7 Friday 9pm AEST**
Weighting: **10%**

This is an assessment based on scholarly research (e.g., journal articles (peer reviewed or otherwise), scholarly book chapters, research monographs, research handbooks etc), theory and critical evaluation, analysis and synthesis (not mere description). The upper word limit is 1 typed page. There is no minimum word limit. The upper word limit is strict. NB. The word limit does not include; title page/cover page, sub-headings, reference list (Note - it does include in-text citations).

- A minimum of 2+ scholarly articles is deemed to be absolutely necessary to understand this area and this should be used as a guide.
- Full Harvard author-date referencing is required (in-text citations, and reference list).
- Excess words beyond the strict word limit will not be read or marked.
- No extensions will be granted. There will be a deduction of 2% 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 – 4% penalty). This penalty does not apply for cases in which an application for disruption of studies is made and approved. No submission will be accepted after solutions have been posted.

  Your 1 page response must be submitted online VIA Turnitin: Submit soft copy to the plagiarism detection system 'Turnitin' VIA iLearn before the deadline. NB Your report will only be marked if it is submitted in word doc format. **It will not be marked** if it is submitted in any other file format.

  Please note the following:

  - Your soft copy must include a title Page with full official student names (last name in CAPITALS) and student ID numbers. It must also include your reference list. Please name your file as follows: **Surname_Final coursework.doc**

  - Coursework should be formatted as follows; size 12 times new roman font, single line spacing, regular margins, headings in capitals and bold, sub-headings in upper and

lower case and bold italics.

- Coursework will be marked electronically via GradeMark on Turnitin using iLearn, annotated with comments from the marker and your grades will be available for viewing on the Grades link via iLearn approximately 2 weeks after submission. An announcement will be made on iLearn when assignments have been marked.

On successful completion you will be able to:

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

2. Final Examination

Due: **Examination period**
Weighting: **50%**

Exam duration is 3 hours. Closed book.

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 12 consisting of combined lecture/tutorial activity classes
- The timetable for the semester can be found on the University web site at: http://www.timetables.mq.edu.au/
- Students are expected to participate in lectures and in tutorials.
- To avoid incurring a penalty, medical certificates must be provided if you are not able to attend a class and application for a Disruption to Studies must be made. 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.

Required and Recommended Texts and/or Materials

Prescribed textbook:

- Consumer Behaviour, 6th edition 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
- 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
- Psychology and Marketing
- Harvard Business Review
- Journal of Consumer Research
- Journal of Consumer Culture
- Journal of Business Research
- Journal of Service Research
- Journal of Service Marketing
- Journal of Service Theory and Practice
- 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. You can also acess these via Google Scholar.

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
- Scopus
- Web of Science
- 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. NVIVO for qualitative data analysis and coding
- 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, 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** permissible to record (video or tape) lectures nor tutorials. However, Echo recordings of the lectures will be made available.

Changes since the last offering of this unit: Removal of individual report. Change to content of major report.

To satisfactorily complete this unit you must engage in all of the reading activities and tasks, participate in class discussions, and achieve an overall mark of 50% or higher in the unit.

Unit Schedule

Week	Lecture	Readings	Tutorial	
Part 1: Overview of Consumer Behaviour				
1: 27 Feb	Introduction to the course Introduction to consumer behaviour	Chapter 1 of the textbook Week 1 journal articles on iLearn	Breaking the Ice. Course structure and expectations.Group Project Brief. Forming into Groups	
2: 6 March	Knowing your market	Chapter 2 of the textbook Week 2 journal articles on iLearn. Values and product needs.	Class workshop activity: Values and consumption. What do we consume? Why do we consume? Group project time: Meet, greet and brainstorm	
Part 2: Understanding the Consumer Decision Making Process				

3: 13 March	Understanding consumer needs and motivations	Chapter 3 of the textbook Week 3 journal articles on iLearn. New Media.	Class workshop activity: Has the digital revolution as well as the use of social media changed market targeting? How? Group Project overview and briefing. Provision of sample theoretical themes structure. Group Project time: Contract due- list each group members task commitments and responsibilities and sign. It should also include progressive deadline due dates for completion of work and sharing of the draft files within the group. NB. If the contract is broken the group may hold a mediation with the convenor to determine an outcome Guided skill development: How do i find scholarly articles (Google Scholar)	
4: 20 March	The Self	Chapter 4 of textbook Week 4 journal articles on iLearn. Self-brand connections.	Class workshop activity: Projective techniques: Bring your device to class. Search for and select 1 visual image that represent how you feel about your favourite brand. These images can be of anything you choose. Discuss these images as they relate to your own needs, goals and motivations (use theory). What media platforms have the strongest influence on your connection to a brand? Group project time: Theoretical theme drafting and development	
Part 3: Understanding Internal Influences on Consumers				
5: 27 March	Do you see what I see? Perception.	Chapter 5 of the textbook Week 5 journal articles on iLearn. Virtual brand communities	Class workshop activity: Do you follow any brands on Snapchat, Instagram, Twitter or Facebook? Choose one. We sometimes call these online or virtual brand communities. Do these enhance your perception of the brand, or do they weaken it? If so, how and to what effect? **Draft Theoretical Themes due 5%:** Overview of part 1, and overview of part 2 of the report. The main focus of your plan is an overview of the theoretical frameworks you are planning to explore.	
6: 3 April	How do we learn?	Chapter 6 of the textbook Week 6 journal articles on iLearn. Conditioning.	Class workshop activity: Select one brand. How did you form your brand associations? Classical conditioning, pavlovian conditioning, cognitive learning? Can the influences on learning be disentangled? Or is learning a mosaic effect? Group project time: amend theory, develop semi-structure interview framework	

7: 10 April	"Like" - attitude formation	Chapter 7 of the textbook Week 7 journal articles on iLearn. Consumer engagement.	**Assessed coursework 1 page type up due**: Locate two journal articles which discuss some aspect of consumer attitude formation. Select one attitude formation model whether from your text, or from the journal articles that you have chosen, outline and define its theoretical components. Answer the following: Why are consumer attitudes important and how do they shape consumer behaviour? Apply to one brand of your choosing. Your response should follow the rough rule of 70% theory and 30% application. Group workshop activity: Use your collective learning around attitudes to write up your understanding of what attitudes are, and how they inform and shape consumer behaviour on classroom whiteboards and present to class Group Project time: Finalise theory, advance data collection or analysis	
Mid-session Break				
Part 4: Understanding External Influences on Consumers				
8: 1 May	Social influences	Chapter 8 of the textbook Week 8 journal articles on iLearn. Electronic word of mouth.	Class workshop activity: How important are reference groups? How do you use them in your decision making? Which reference groups have the strongest influence on your choices? How trustworthy and authentic is online WOM from referents? Group project time: advance data analysis	
9: 8 May	PRESENTATIONS	.	**Preliminary findings presentation due**: 8 minutes per group Six slides on findings and one slide on implications. All group members to present. All presenting groups are required to attend and remain for duration.	
10: 15 May	Culture, and cross-cultural influence	Chapter 11 and 13 of the textbook Week 9 journal articles on iLearn. Cultural characteristics	Class workshop activity: How has culture shaped your perceptions of what to consume and why to consumer. Discuss with an example. Group Project time: Advance data analysis drafting	
11: 22 May	Decisions	Chapter 14 of the textbook Week 10 journal articles on iLearn	Group Project time: Move towards finalising report	
12: 29 May	Group Report Class Presentations		**Report due**	

13: 5 June	Review and recap		Review and recap	

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 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://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.

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 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

Assessment tasks

- 1. Investigative Media Report
- Assessed coursework 1 page
- 2. 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
- Gain practical knowledge and experience on conducting consumer research in a group context
- Demonstrate the ability to identify, discuss and analyse market trends and problems related to consumer behaviours

Assessment tasks

- 1. Investigative Media Report
- Assessed coursework 1 page
- 2. 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

- Recognise and understand key concepts and theories discussed in the consumer behaviour literature
- Gain practical knowledge and experience on conducting consumer research in a group context
- Demonstrate the ability to identify, discuss and analyse market trends and problems related to consumer behaviours

Assessment tasks

- 1. Investigative Media Report
- 2. Final Examination

Global contexts & Sustainability

This unit teaches consumer behaviour principles and utilises national and international case studies that are relevant to, and that can be applied in a global context.

Sustainability issues are embedded in our discussions about consumption, consumer behaviour, and the role of marketing throughout throughout the progress of this unit.

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