MKTG815
Consumer Behaviour
S1 Evening 2016
Dept of Marketing and Management

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## General Information

Unit convenor and teaching staff  
Unit Convenor  
Ross Gordon  
ross.gordon@mq.edu.au  
Contact via Email: ross.gordon@mq.edu.au Phone: 02 9850 8559  
E4A 551  
Tuesdays: 5:00pm to 6:00pm  

Hume Winzar  
hume.winzar@mq.edu.au  

Credit points  
4  

Prerequisites  
MKTG696  

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://students.mq.edu.au/important-dates](https://students.mq.edu.au/important-dates)

## Learning Outcomes

1. Recognise and understand key concepts and theories discussed in the consumer behaviour literature  
2. Gain practical knowledge and experience on conducting consumer research  
3. Demonstrate the ability to identify, discuss and analyse market trends and problems related to consumer behaviours  
4. Apply the above knowledge and skills to develop effective marketing strategies
Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Individual Report</td>
<td>30%</td>
<td>Week 5</td>
</tr>
<tr>
<td>2. Group Project</td>
<td>30%</td>
<td>Weeks 11&amp;12, report week 12</td>
</tr>
<tr>
<td>3. Final Examination</td>
<td>40%</td>
<td>Examination period</td>
</tr>
</tbody>
</table>

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 purchasing and consuming an overseas holiday.

Imagine you have been given a budget of $5,000 to purchase an overseas holiday. 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 theoretical concepts, constructs and 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.

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

**Submission:** In class

**Late Assessment Penalties:** 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.
This Assessment Task relates to the following Learning Outcomes:

- 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 12**
Weighting: **30%**

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. The literature identifies 4 main types of consumption community: 1. Brand communities, 2. Subcultures of consumption, 3. Consumer Tribes, 4. Lifestyle Consumption Communities.

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 or context that you are focusing on (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, service or lifestyle? Please make sure to relate your discussion to key concepts from the consumption community literature.
- **4. Strategy**: How do you best engage consumers into purchasing products, services or brands? What do they need to know?

https://unitguides.mq.edu.au/unit_offerings/54967/unit_guide/print
Groups will present their work in three stages:

KEY MILESTONE DATES:

• 1. Due Week 6 – Project Plan & Key Issues Report: The Group is to write a brief Project Plan covering the key aims and objectives of the project and a timeline. Some key findings from research and insights on the community you are focusing on should be presented. This work is designed as an opportunity for you to receive feedback and guidance to help with your final report and presentation. Maximum 1,000 words (5%).

• 3. Due Week 12 – FINAL Report: Submission of the FINAL Report. Report Details will be delivered in class (Weeks 1 and 2) and the Report Framework available on i-Learn from Week 3. The FINAL Report is to display academic theory and commercial application to the task, and demonstrated balance will be required using the appropriate concepts and constructs from the consumer behaviour literature. Maximum 3,000 Words not including tables, figures, references and appendices (15%).

• 4. Due Weeks 11/12 – Presentation: Groups will present the key findings and conclusions of the report. This will be a 20 minute Presentation and delivered in class. ALL STUDENTS are expected to attend these two weeks. MARKS will be deducted for non-attendance. Max 15 slides in TOTAL. PowerPoint Slides are to be printed and submitted for marking at the conclusion of the Presentation. Combined Mark is (10%)

Rationale for the group project assessment:

The group project puts students into a real-world scenario to apply what has been discussed and learned in class. It aims to provide a training opportunity for students to build and refine their cognitive and analytical skills to detect, evaluate and respond to market trends that influence consumer behaviours.

The project is composed of three sequential tasks of different types, each of which will be assessed. Each task offers an opportunity to learn and practice particular knowledge and skills. Students are required to work in a group consisting of approximately 4 members.

Submission: In class

Extension Penalties: No extensions will be granted. 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.

This Assessment Task relates to the following Learning Outcomes:
• 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.

This Assessment Task relates to the following 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

Delivery and Resources

Classes

• Number and length of classes: 3 hours face-to-face teaching per week from week 1 to
  week 12 of S1, consisting of combined lecture/tutorial classes, and student presentations

• The timetable for classes can be found on the University web site at: http://www.timetabl
  es.mq.edu.au/
• Students are expected to participate in lectures. Attendance will be taken in class.
• To avoid incurring a penalty, medical certificates must be provided if you are not able to
  attend a class. Work-related reasons are NOT accepted for your absence.
• You are expected to arrive on time and not to leave until the class ends.
• If you have a recurring problem that makes you late, or forces you to leave early, have
  the courtesy to discuss this with your lecturer.
• Mobile phones must be turned off and not simply set to “silent”. Students whose phones
  make audible sounds (whether by tone or vibration), will owe an apology to the class for
  wasting their time.
• Laptops MAY NOT BE USED in the class unless specified.
Required and Recommended Texts and/or Materials

Prescribed textbook:

- 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 Services Marketing
- European Journal of Marketing
- Journal of Marketing Management
- Consumption, Markets and Culture
- Journal of Consumer Behaviour

You can access these resources through the Library home page. Under ‘research’ select search for ‘journals’ and type the name of the journal.
Recommended Research Databases

You should also familiarise yourself with key research databases available for access through the library.

Databases recommended for your study in marketing include:

- Ebscohost:
  - Academic Search Elite
  - Business Source Premier
- Wiley Interscience
- 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.
- The unit’s logon webpage address is [https://ilearn.mq.edu.au/](https://ilearn.mq.edu.au/)
- To logon, you must first obtain a logon password from IT services or the library, then click through to MKTG 815. Please check this site each week for updated/new lecture slides and other relevant course materials. Other announcements and material will be posted on the site during the course.

Unit Web Page

Course materials, including lecture notes, supplementary readings, project guide and course-related announcements, are available on iLearn at:

[https://ilearn.mq.edu.au/login/MQ/](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](http://ilearn.mq.edu.au) on a weekly basis. It is **NOT** allowed 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:** No changes.

### Unit Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Lecture</th>
<th>Readings</th>
<th>Tutorial</th>
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</thead>
<tbody>
<tr>
<td></td>
<td><strong>Part 1: Overview of Consumer Behaviour</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:</td>
<td><strong>Tuesday 1 March</strong></td>
<td></td>
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<tr>
<td></td>
<td>Introduction to the course</td>
<td>Chapter 1 of the textbook</td>
<td>Breaking the Ice</td>
</tr>
<tr>
<td></td>
<td>Introduction to consumer behaviour</td>
<td>Week 1 journal articles on iLearn</td>
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<tr>
<td>2:</td>
<td><strong>Tuesday 8 March</strong></td>
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<tr>
<td></td>
<td>The Consumer Decision Making Process: Steps 1-3</td>
<td>Chapter 8 and 9 of the textbook</td>
<td>Group Project Brief</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Week 2 journal articles on iLearn</td>
<td>Forming into Groups</td>
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<tr>
<td></td>
<td><strong>Part 2: Understanding the Consumer Decision Making Process</strong></td>
<td></td>
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<tr>
<td>3:</td>
<td><strong>Tuesday 15 March</strong></td>
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<tr>
<td></td>
<td>The Consumer Decision Making Process: Steps 4 and 5</td>
<td>Chapter 8 and 9 of the textbook</td>
<td>Class workshop activity</td>
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<tr>
<td></td>
<td></td>
<td>Week 3 journal articles on iLearn</td>
<td>Consultation on the group project plan</td>
</tr>
<tr>
<td>4:</td>
<td><strong>Tuesday 22 March</strong></td>
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<tr>
<td></td>
<td>Research in Consumer Behaviour</td>
<td>Chapter 1 of textbook</td>
<td>Class workshop activity</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Week 4 journal articles on iLearn</td>
<td>Consultation on the group project plan</td>
</tr>
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**Part 3: Understanding Internal Influences on Consumers**
### Chapter 2 of the textbook

**Perception**

- **Week 5 journal articles on iLearn**
- **Class workshop activity**
- **Submission of Assessment 1: Individual Report (hard copy in class & soft copy on iLearn – Turnitin Assignments)**
- **Consultation on the group project plan.**

### Chapter 3 of the textbook

**Learning and Memory**

- **Week 6 journal articles on iLearn**
- **Class workshop activity**
- **Submission of Group Project Plan and Key Issues Report in Class.**
- **Consultation on group project.**

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### Mid-session break Monday 11th-22nd April 2016

### Chapter 4 & 5 of the textbook

**Motivation, personality & emotion**

- **Week 7 journal articles on iLearn**
- **Class workshop activity**
- **Feedback on Group Project Plan and Key Issues Report.**
- **Consultation on group project**

### Chapter 7 of the textbook

**Attitude**

- **Week 8 journal articles on iLearn**
- **Class workshop activity**
- **Consultation on group project**

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### Part 4: Understanding External Influences on Consumers

### Chapter 10, 11, 12 & 13 of the textbook

**Lifestyle, group/social influence.**

- **Week 9 journal articles on iLearn**
- **Class workshop activity**
- **Consultation on group project**

### Chapter 14 of the textbook

**Culture, and marketing strategy**

- **Week 5 journal articles on iLearn**
- **Class workshop activity**
- **Consultation on group project**

### Final Group Report Class Presentations Day 1 of 2
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:


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/)

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](http://ask.mq.edu.au).

Student Support

Macquarie University provides a range of support services for students. For details, visit [http://stu](http://stu)
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 Enquiry Service

For all student enquiries, visit Student Connect at ask.mq.edu.au

Equity 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.

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.
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

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).
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
- 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
- Recognise and understand key concepts and theories discussed in the consumer behaviour literature
- 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
- 3. Final Examination

PG - Effective Communication
Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

Learning outcome
- Demonstrate the ability to identify, discuss and analyse market trends and problems related to consumer behaviours
PG - Engaged and Responsible, Active and Ethical Citizens

Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues.

This graduate capability is supported by:

**Learning outcome**

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

PG - Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

**Learning outcome**

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

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
## Changes since First Published

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>21/03/2016</td>
<td>I was required to make some minor changes to the unit schedule whilst waiting on ethics approval for a student research activity. No other changes have been made.</td>
</tr>
</tbody>
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