



MKTG815

Consumer Behaviour

S1 Day 2018

Archive (Pre-2019) - Dept of Marketing and Management

Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	6
<u>Unit Schedule</u>	8
<u>Policies and Procedures</u>	11
<u>Graduate Capabilities</u>	13
<u>Global contexts & Sustainability</u>	15
<u>Research and Practice</u>	15

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General Information

Unit convenor and teaching staff

Unit Convenor

Jana Bowden

jana.bowden-everson@mq.edu.au

Contact via Email

E4A 650

Immediately following the seminar

Mehdi Azam

mehdi.azam@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 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 interpretivist 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	50%	No	Friday week 10 9pm AEST
2. Final Examination	50%	No	Examination period

1. Investigative Media Report

Due: **Friday week 10 9pm AEST**

Weighting: **50%**

DESCRIPTION OF TASK

Investigative Media Report

Due: **Friday, Week 10 9pm AEST**

Marking rubric available via iLearn

Students are required to complete a major group report during the course. The report will be weighted as 50% of the course.

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 feedback.

Drawing from theory on consumer behaviour and consumer psychology discuss the following;

What is consumer-brand addiction? How does social media enhance this?

Discuss this topic using theory from consumer behaviour and psychology. Support your answer by selecting one online brand community for a retail brand. You are required to collect secondary data by extracting and analysing consumer commentary and posts from your chosen forum to include as qualitative verbatim evidence throughout your report.

You may choose any social media platform that you deem suitable for your investigation. Your report will address the following content;

1. **Industry background:** Using industry and journal article research briefly define and describe the nature of the social media platform that you have chosen. (approx 200 words)
2. **Marketing objectives:** Using journal article research discuss the marketing purpose/ positioning, objectives and motives of the platform from the perspective of its users

(brands, and consumers) (approx 200 words)

3. **Literature review:** Select three to four main theoretical concepts to frame your literature review. These theoretical concepts are of your own choosing, however they should assist you to theoretically respond to the report topic. Each of these theoretical concepts needs to cover the following issues; theoretical definition/conceptualisation, main characteristics of the concept, relevance to marketing and your report topic, specific theoretical findings related to the concept, conclusion and linkage of concept to your other chosen theoretical concepts. (approx 2000 words)
4. **Consumer post commentary/verbatim integrated with your chosen literature.** You will need to analyse your consumer post data from your chosen social media platform data using the software NVIVO and develop and apply a coding framework to analyse your data. This coding framework will be structured according to your chosen theoretical concepts, and any sub-dimensions of those. Provide a table reporting your coding framework. Retain screenshots or a word/PDF file for submission along with your report - this is mandatory. You will be required to integrate the consumer word for word quotes and verbatim from your data analysis with your literature to illustrate how the theoretical concepts manifest within your online brand community. (approx 1500 words)
5. **Discussion and conclusion.** You are required to discuss the implications of your findings. What were the main outcomes in terms of consumer behaviour, and what are the implications of your findings for brand management? (approx 1000 words)

NOTES:

Assessment contains an individual mark: You will have three or 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 40/50 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 0.77×50 or a final mark for the report of 30.8/50. This final score is moderated by your convenor 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 15+ 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

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

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 access 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	
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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.
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 Brief. Forming into Groups
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 Work Contract due: it should list each group members task commitments and responsibilities and it should be signed by all members. 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? Consultation on the group project plan.
Part 3: Understanding Internal Influences on Consumers			

<p>5: 27 March</p>	<p>Do you see what I see? Perception.</p>	<p>Chapter 5 of the textbook</p> <p>Week 5 journal articles on iLearn. Virtual brand communities</p>	<p>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?</p> <p>Class report plan due for class discussion: 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. What theory is relevant? How does it relate to your platforms?</p> <p>Project plan due. 2-6 pages.</p>
<p>6: 3 April</p>	<p>How do we learn?</p>	<p>Chapter 6 of the textbook</p> <p>Week 6 journal articles on iLearn. Conditioning.</p>	<p>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?</p> <p>Consultation on group project.</p>
<p>7: 10 April</p>	<p>"Like" - attitude formation</p>	<p>Chapter 7 of the textbook</p> <p>Week 7 journal articles on iLearn. Consumer engagement.</p>	<p>Consultation on group project</p>
<p>Mid-session Break</p>			
<p>Part 4: Understanding External Influences on Consumers</p>			
<p>8: 1 May</p>	<p>Social influences</p>	<p>Chapter 8 of the textbook</p> <p>Week 8 journal articles on iLearn. Electronic word of mouth.</p>	<p>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?</p> <p>Consultation on group project</p>
<p>9: 8 May</p>	<p>Culture, and cross-cultural influence</p>	<p>Chapter 11 and 13 of the textbook</p> <p>Week 9 journal articles on iLearn. Cultural characteristics.</p>	<p>Class workshop activity: How has culture shaped your perceptions of what to consume and why to consumer. Discuss with an example.</p> <p>Consultation on group project</p>

10: 15 May	Decisions, decisions	Chapter 14 of the textbook Week 10 journal articles on iLearn	Consultation on group project. Report due this Friday
11: 22 May	Specialist Topics in Consumer Behaviour		Class activity assigned during seminar session based on specialist topic
12: 29 May	Group Report Class Presentations		Competitive Presentation: Class presentation on report - one slide on findings and one slide on implications. Strict 5 minute time limit per group. All presenting groups are required to attend and remain for duration. Peer voted winning presentation group to receive bonus mark of 5% overall for report.
13: 5 June	Review and recap		

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

Undergraduate students seeking more policy resources can visit the [Student Policy Gateway \(https://students.mq.edu.au/support/study/student-policy-gateway\)](https://students.mq.edu.au/support/study/student-policy-gateway). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/study/getting-started/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
- 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
- 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