



**College of Commerce
Division of Economic and Financial Studies
Business Department**

**MKTG203:
CONSUMER BEHAVIOUR**

**Unit Outline
2004**



MACQUARIE UNIVERSITY
DIVISION OF ECONOMIC AND FINANCIAL STUDIES

MKTG203 CONSUMER BEHAVIOUR 2004.

1. Introduction:

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. Topics covered include: marketers' and consumer views of consumer behaviour; market segmentation and product positioning; understanding consumer motivation; consumer personality, values and involvement; consumer perception; consumer learning; habit and brand loyalty; consumer attitudes and attitude change; cultural, class, situational and household influences on the consumer; salesperson's and advertising's influences on the consumer and; pre-purchase, purchase and post-purchase decision processes of the consumer. In addition the unit aims to impart an understanding of demographic dynamics in consumer behaviour, providing Global and Australian perspectives of the demographic factors that have determined the current size of markets and the demographic dynamics that will affect their likely future make up; differences in market size and per capita purchasing power in terms of exchange rates and purchasing power parities, and; the demographic structure of the Australian market and its likely future make up.

2. Lecturers:

Gordon Brooks - Lecturer in Charge
Room C5C-333 Ph. 9850 7472 gbrooks@efs.mq.edu.au

Jo. Martins jmartins@efs.mq.edu.au

Venue: X5BT2

Lecture Time: Wednesday 6-8 pm

Applications Lecture Time: Thursday 6-7 pm

3. Text:

Shiffman, L., Bednall, D., Cowley, E., O'Cass, A., Watson, J. and Kanuk, L. (2001). Consumer Behaviour 2nd ed., Prentice Hall: Sydney

NOTE: The text will be available at the end of March, and is not specifically required until April 7.

Martins, Jo. M. (2004). Consumer Demographics and Behaviour, Department of Business, Macquarie University: Sydney

The above book contains notes for Jo. Martins lectures and is available from the Co-Op Bookshop. I believe the price is around \$10.00.

4. Recommended Reading:

Additional Text

The following text is recommended as an alternative which may be of use to students:

Neal, Quester and Hawkins (1999). Consumer Behaviour: Implications for Marketing Strategy, 2nd ed., Urwin/ McGraw-Hill

Zaltman, G. (2003). How Customers Think: Essential Insights into the Mind of the Market, Harvard Business School Press.

Valuable Articles

Wilkes, R.E. (1995). "Household life-cycle stages, transition and product expenditures," *Journal of Consumer Research*, 22, 1, 27-42.

This article will be available from ERIC, and is relevant to the 'Life Stages' topic (Week 4). The material contained in this article is examinable.

Journals

The following journals contain many articles in the area of consumer behaviour and may be useful to students:

Journal of Consumer Research- HF 5415. 3. J6
Journal of Advertising Research- HF 5801. J6
Journal of Marketing Research- HF 5415. 2. J66
Journal of Marketing- HF 5415. A2. J6

5. Assessment

There will be two assessment components:

Project	30%
Final Examination	70%
Total	100%

Final Examination

The final exam will be held in the formal examination period. The examination will be "closed book". The final exam will cover weeks 1 and 6 to 13. Further details will be given later in the semester regarding format and content. You must pass the final exam to pass the unit.

Project

This piece of work is centred around the lectures of weeks 2 to 5. The topic for the group project will be given in class.

6. Reading Guide

The readings listed below are the core sources for each lecture week and as such form the absolute minimum students should cover. **Lecturers will supplement these readings, when necessary, on a week to week basis.** It is a student's responsibility to be familiar with these extra readings by either coming to the lectures or consulting the course materials held in Economics Resources and Information Centre in C5C244.

Lecture 1	Schiffman et al Chapters 1, 2, 3 & 12
Lecture 2	Martins Chapter 1
Lecture 3	Martins Chapter 2
Lecture 4	Martins Chapter 3
Lecture 5	Martins Chapter 4
Lecture 6	Schiffman et al Chapters 13, 14 & 15
Lecture 7	Schiffman et al Chapters 16 & 17
Lecture 8	Schiffman et al Chapters 18; Wilkes article (available from ERIC)
Lecture 9	Schiffman et al Chapters 4 & 5
Lecture 10	Schiffman et al Chapters 6 & 7
Lecture 11	Schiffman et al Chapter 8
Lecture 12	Schiffman et al Chapters 9 & 10
Lecture 13	Revision and Summary

7. ENQUIRIES AND PROBLEMS

(a) Administrative and Academic:

If you have an administrative enquiry consult the lecturers. If you are having difficulty understanding any aspect of the course or what is required of you, contact **the lecturer who presented the topic area.**

All members of staff in Economics & Finance Studies have their consultation times displayed on their doors. When lecturers are not in their rooms, it is best to leave a message on the lecturer's phone extension. Include contact details and a brief outline of your enquiry.

(b) Personal:

If, for whatever reason, you find yourself in serious difficulties in relation to your university studies, you are strongly encouraged to inform the lecturer-in-charge of your situation and how it is affecting you. You don't have to go into personal details if that is not your wish; just outline the facts of the case so that the tutor is aware that a problem exists. It is better to do this while the difficulties are occurring rather than afterwards.

Some of you may face personal crises of one sort or another during your university career. If you desire professional assistance of any kind with your personal problems, you are strongly encouraged to consult one of the very helpful people at the Student Counselling Service, all of whom have experience with a very wide range of situations.

MKTG203 CONSUMER BEHAVIOUR LECTURE PROGRAM

Lecture Date	Lecture Topic	Lecturer
1 Wednesday March 3	Introduction to Consumer Behaviour The influence of social class.	G.B.
2 Wednesday March 10	Consumer Demographics 1.	J.M.
3 Wednesday March 17	Consumer Demographics 2	J.M.
4 Wednesday March 24	Consumer Demographics 3	J.M.
5 Wednesday March 31	Consumer Demographics 4	J.M.
6 Wednesday April 7	Culture and sub-culture in consumer behaviour. Cross-cultural issues.	G.B.
Mid Semester Break		
7 Wednesday April 28	Role of personal influence in decision making. Diffusion and adoption of innovations	G.B.
8 Wednesday May 5	Models of decision making. Life Stages and Consumption	G.B.
9 Wednesday May 12	Consumer Needs, Motivation and Personality	TBA
10 Wednesday May 19	Consumer Perception, Learning and Memory	TBA
11 Wednesday May 26	Consumer Attitudes; Nature, Formation and Change	TBA
12 Wednesday June 2	Communication, Persuasion and Group Influences	TBA
13 Wednesday June 9	Revision and Conclusion	G.B.

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Professional Authority Form

This form must be completed by a professional authority.

Students at Macquarie University are able to apply for special consideration if they are unable to attend an examination or if they consider that their examination preparation or overall performance in a unit of study has been affected by unavoidable disruption or misadventure. Special consideration may also be granted if a student is forced to leave the examination room early due to illness or unavoidable disruption and believes that his/her examination performance has been affected. In most circumstances documentary evidence is required before special consideration will be granted and your assistance in providing information on the student's illness or misadventure would be appreciated. The information you provide will allow the University to make a fair decision about the student's academic performance and will only be used to assess the student's request for special consideration. If special consideration is requested on non-medical grounds, appropriate supporting documentation must be provided, e.g. statutory declarations by independent witnesses, police reports, or statements from sufficiently senior officials in the place of employment. **Photocopies of documents will not be accepted unless they have been certified by a member of the Registrar's staff.**

Professional Use Only

Student's Name: _____

ID Number: _____

Date of Consultation: _____

Date/s of illness or misadventure: From: _____ To: _____

Please tick the box which best describes the student's illness or misadventure

In my opinion the effect of the illness or misadventure on the above day/s was (or will be):

Negligible () mild () moderate () severe ()

Was the student suffering from symptoms of the illness or misadventure on the date of the consultation? Yes/No
Please provide details of misadventure or illness including symptoms and the way in which the circumstances are likely to affect exam performance. Is the illness or misadventure related to or as a result of a pre-existing condition? Give details below.

Name and Title: _____

Profession: _____

Provider Number: _____

Signature: _____

Phone number/s: _____

Stamp or seal of Professional Authority
(or attach letterhead)

FOR THE YEAR
1911