



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

# **MKTG203 CONSUMER BEHAVIOUR**

## *Unit Outline Semester 1, 2007*

Lecture: Wednesdays 6 pm - 8pm, E7B Mason  
Applications Lecture: Thursdays 6pm - 7pm, E7B Mason

**Unit Convenor: Gordon Brooks**

**Students in this unit should read the Unit Outline carefully at the beginning of the semester. It contains important information about the unit. If anything in it is unclear, please consult the Unit Convenor.**

## ABOUT THIS UNIT

MKTG203 is a 3 credit point unit.

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: marketer 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.

## TEACHING STAFF

Convenor - Gordon Brooks [gbrooks@efs.mq.edu.au](mailto:gbrooks@efs.mq.edu.au)

Consultation arrangements will be advised in lectures.

Jo. Martins [jmartins@tpg.com.au](mailto:jmartins@tpg.com.au)

Consultation arrangements will be advised in lectures.

## CLASSES

Lecture Time: Wednesday 6-8 pm in E7B Mason

Applications Lecture Time: Thursday 6-7 pm in E7B Mason

## REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

### Prescribed Text

Shiffman, L., Bednall, D., Cowley, E., O'Cass, A., Watson, J. and Kanuk, L. (2005). Consumer Behaviour 3rd ed., Prentice Hall: Sydney

### Prescribed Unit Materials

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.

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

This article is available from the EBSCO database on the library website. It will also be available from the ERIC. The article is relevant to the 'Life Stages' topic (Week 4) and is examinable.

## **Recommended Reading**

### **Additional Text**

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

Neal, C., Quester, P. and Hawkins, D. (2004). Consumer Behaviour: Implications for Marketing Strategy, 4<sup>th</sup> ed., McGraw-Hill: North Ryde.

This book (and earlier editions) is available in the library ([HF5415.33.A8 N43 2004](#))

### **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

## **UNIT WEB PAGE**

The web page for this unit is in WebCT

## **LEARNING OUTCOMES**

The learning outcomes of this unit are:

- an understanding of major socio-cultural influences on individual consumer's behaviour
- an understanding of major psychological influences on individual consumer's behaviour
- an understanding of selected demographic techniques for assessing or predicting market behaviour

In addition to the discipline-based learning objectives, all academic programs at Macquarie seek to develop students' generic skills in a range of areas. One of the aims of this unit is that students develop skills in the following:

- working in teams
- taking responsibility for the students own learning

## **TEACHING AND LEARNING STRATEGY**

This unit is taught using lectures and "applications lectures" (whole-of-class tutorials). Students are expected to read in advance of lectures, and participate in applications lectures.

## LECTURE PROGRAM

**Lecture 1** Introduction to Consumer Behaviour & the influence of social class.

Date: Wednesday February 28 Reading: Schiffman et al Chapters 1, 2, & 10

**Lecture 2** Consumer Demographics 1

Date: Wednesday March 7 Reading: Martins Chapter 1

**Lecture 3** Consumer Demographics 2

Date: Wednesday March 14 Reading: Martins Chapter 2

**Lecture 4** Consumer Demographics 3

Date: Wednesday March 21 Reading: Martins Chapter 3

**Lecture 5** Consumer Demographics 4

Date: Wednesday March 28 Reading: Martins Chapter 4

**Lecture 6** Culture and sub-culture in consumer behaviour. & cross-cultural issues

Date: Wednesday April 4 Reading: Schiffman et al Chapters 11, 12 & 13

**Mid Semester Break** (two weeks)

**Lecture 7** Personal influence in decision making & the diffusion and adoption of innovations

Date: Wednesday April 25 Reading: Schiffman et al Chapters 15

**Lecture 8** Models of decision making & life stages v consumption

Date: Wednesday May 2 Reading: Schiffman et al Chapters 9 & 14; Wilkes article

**Lecture 9** **IN SEMESTER TEST - Wednesday May 9**

**Lecture 10** Consumer Needs, Motivation and Personality

Date: Wednesday May 16 Reading: Schiffman et al Chapters 3 & 4

**Lecture 11** Consumer Perception, Learning and Memory

Date: Wednesday May 23 Reading: Schiffman et al Chapters 5 & 6

**Lecture 12** Consumer Attitudes; Nature, Formation and Change

Date: Wednesday May 30 Reading: Schiffman et al Chapter 7

**Lecture 13** Communication, Persuasion and Group Influences

Date: Wednesday June 6 Reading: Schiffman et al Chapters 8

**Applications Lectures:** Applications Lectures are held on the Following Thursdays: March 8, 15, 22, and 29, April 5 and 26, May 3, 17, 24, 31 and June 7. They are not held in week 1 or week 9.

## RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

Knowledge and understanding of the socio-cultural and psychological factors are assessed using a mixture of written answer and multiple choice exam questions. Knowledge and understanding of the demographic techniques is assessed by a computation-based group project and a written exam question. There are three assessment components, a project, a mid-semester test and a final exam. Together the assessment tasks cover the unit. The following table shows the proportion of marks for each topic area in each of the pieces of assessment. **You must pass the final exam to pass the unit.**

Assessment Task	Socio-cultural Component	Psychological Component	Demographic Component	Total % of Grade from this Assessment Task
Project			20%	20%
Mid-Semester Test	25%			25%
Final Exam	10%	35%	10%	55%

## PROJECT

This piece of work is centred on the lectures of weeks 2 to 5. The project is to be completed in groups which will be organised in class. The project will be distributed in class. The work involved in the project is largely computational, word limits for specific components are given in the project. Completed projects are to be handed in to the ERIC (Economics Resource & Information Centre). The date of submission of the project will also be announced in class, when the project is handed out.

Late submission of the group project will incur a penalty of 10% of the value of the assignment for every day that it is late.

## MID-SEMESTER TEST

The mid-semester test is based on the material covered in lectures 1, 6,7 and 8. The test is multiple choice only.

## FINAL EXAMINATION

The final exam will be held in the formal examination period. The examination will be “closed book”. It will contain a multiple-choice section addressing lectures 10, 11, 12 and 13 and also a written section addressing the whole of the unit. You will be allowed to take one A4 page of your own notes into the final exam. Your name and student number must be printed no smaller than 12 point on both sides of this page of notes. You may write as much or as little as you want, use one or both sides, write in English or any other language. Approved calculators are also permitted. No other aids will be allowed into the exam. Further details will be given later in the semester regarding format and content. You must pass the final exam to pass the unit. If you do not pass the final exam your Standardised Numerical Grade will reflect your performance in the final exam and not the whole of the unit.

**The University examination period in First Half Year 2007 is from 13<sup>th</sup> June to 29<sup>th</sup> June.**

Students who doubt their ability to answer questions in English should seek help early in the semester. See the section on student support at the end of this outline.

You are expected to present yourself for examination at the time and place designated in the University Examination Timetable. The timetable will be available in Draft form approximately eight weeks before the commencement of the examinations and in Final form approximately four weeks before the commencement of the examinations.

<http://www.timetables.mq.edu.au/exam>

The only exception to not sitting an examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances you may wish to consider applying for Special Consideration. Information about unavoidable disruption and the special consideration process is available at:

<http://www.reg.mq.edu.au/Forms/APSCons.pdf>

If a Supplementary Examination is granted as a result of the Special Consideration process the examination will be scheduled after the conclusion of the official examination period.

You are advised that it is Macquarie University policy not to set early examinations for individuals or groups of students. All students are expected to ensure that they are available until the end of the teaching semester, that is the final day of the official examination period.

## **PLAGIARISM**

The University defines plagiarism in its rules: "Plagiarism involves using the work of another person and presenting it as one's own." Plagiarism is a serious breach of the University's rules and carries significant penalties. You must read the University's practices and procedures on plagiarism. These can be found in the *Handbook of Undergraduate Studies* or on the web at:

<http://www.student.mq.edu.au/plagiarism/>

The policies and procedures explain what plagiarism is, how to avoid it, the procedures that will be taken in cases of suspected plagiarism, and the penalties if you are found guilty. Penalties may include a deduction of marks, failure in the unit, and/or referral to the University Discipline Committee.

## **UNIVERSITY POLICY ON GRADING**

Academic Senate has a set of guidelines on the distribution of grades across the range from fail to high distinction. Your final result will include one of these grades plus a standardised numerical grade (SNG).

On occasion your raw mark for a unit (i.e., the total of your marks for each assessment item) may not be the same as the SNG which you receive. Under the Senate guidelines, results may be scaled to ensure that there is a degree of comparability across the university, so that units with the same past performances of their students should achieve similar results.

It is important that you realise that the policy does not require that a minimum number of students are to be failed in any unit. In fact it does something like the opposite, in requiring examiners to explain their actions if more than 20% of students fail in a unit.

The process of scaling does not change the order of marks among students. A student who receives a higher raw mark than another will also receive a higher final scaled mark.

For an explanation of the policy see

<http://www.mq.edu.au/senate/issues.html>

## **STUDENT SUPPORT SERVICES**

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at:

<http://www.student.mq.edu.au>.