

MACQUARIE
UNIVERSITY



FACULTY OF
BUSINESS AND ECONOMICS

MKTG815
Consumer Behaviour

Semester 2, 2009

Department of Business

MACQUARIE UNIVERSITY
Faculty OF Business and Economics
UNIT OUTLINE

Year and Semester: Semester 2, 2009

Unit convenor: Jacqueline Kenney

Lecturers: Cynthia Webster & Jacqueline Kenney

Students in this unit should read this unit outline carefully at the start of semester. It contains important information about the unit. If anything in it is unclear, please consult teaching staff.

ABOUT THIS UNIT

This unit examines the external and internal factors that influence people's behaviour in a purchase situation. Consumer Behaviour is a four credit point subject. The subject provides a conceptual understanding of consumer behaviour, integrating theories from psychology, sociology, cultural anthropology and economics.

TEACHING STAFF

Coordinator:	Ms. Jacqueline Kenney	Lecturer:	A/Prof. Cynthia Webster
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Consultation:	Tue 4-6 pm (by appointment)		

Contacting teaching staff

Students are encouraged to approach teaching staff for help. Teaching staff are available for questions during or after lectures and tutorials, by email on Blackboard, or by appointment.

Note: Information about assessment tasks, including the final examination, will be addressed in the lectures and on Blackboard. All teaching staff will mark assessment tasks.

CLASSES

The classes for this subject entail three hours of face-to-face teaching.

Class time: Tuesdays, 6 pm to 9.00 pm

Location: W6B 325

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

Prescribed Text

Solomon, M.R., Dann, S., Dann, S., Russell-Bennett, R. (2007), Consumer Behaviour: Buying, Having, Being, Australia: Pearson Prentice Hall.

Supplementary Reading

Gabriel, Y. & Lang, T. (2007), The Unmanageable Consumer, (2nd Ed.), Thousand Oaks/London: Sage.

Quester, P., Neal, C., Pettigrew, S., Grimmer, M., Davis, T., Hawkins, D. (2008), Consumer Behaviour: Implications for Marketing Strategy, (5th Ed.), Australia: McGraw-Hill Irwin.

Required Reading from:

Psychology & Marketing Journal of Product & Brand Management Australasian Marketing Journal Journal of Economic Psychology Journal of Retailing & Consumer Services Journal of Advertising Journal of Retailing Journal of Consumer Culture Journal of Consumer Behaviour	European Journal of Marketing International Journal of Research in Marketing Journal of Consumer Marketing Journal of Business Research Journal of Consumer Research Journal of the Academy of Marketing Science Journal of Marketing Journal of Advertising Research
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UNIT WEB PAGE

The online classroom for this unit can be accessed via the 'login' at <http://learn.mq.edu.au>

The unit web page is a vital resource in this unit. Blackboard resources include: online research activities, links, course materials and assignment research information.

LEARNING OBJECTIVES AND OUTCOMES

On successful completion of this course, you will be able to:

1. Discuss the rationale for studying consumer behaviour;
2. Identify and explain factors which influence consumer behaviour;
3. Demonstrate how knowledge of consumer behaviour can be applied to marketing;
4. Generic skill development.

In addition to the discipline-based learning objectives, all academic programs at Macquarie seek to develop students' generic skills in a range of areas. The generic skills in this unit aim to develop: (a) communication skills (oral and in writing); (b) team work; and, (c) responsibility for individual learning.

TEACHING AND LEARNING STRATEGY

Teaching is delivered in weekly lectures and tutorials. Learning activities include individual and group tasks that are to be completed during private study and in tutorials. Participants are expected to read in advance of lectures, participate in tutorials and complete all set tasks.

A detailed outline of topics, reading and activities appears on the final page of the outline.

RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

There are four assessment areas in this unit. Each assessment task (AT) is designed to assist learning as follows:

- AT1: Reviews individual ability to identify and apply core subject knowledge in a multiple-choice mid-term quiz;
- AT2: Develops individual ability to apply core course knowledge and achieve group outcomes in the context of oral and online presentations;
- AT3: Enhances individual skills to locate, apply and report core subject knowledge and develops group work skills in the preparation of a formal written document;
- AT4: Evaluates the development of specific course knowledge and its application including multiple-choice, short-answer and essay writing tasks.

The following table shows the related learning outcomes, identifies the proportion of marks awarded and specifies the due date for each assessment task.

Assessment Item	Related Learning Outcomes	Weighting (%)	Due Date (Week)
AT1: Individual Tasks	1 & 2	10%	4
AT2: Group Tasks	3 & 4	20%	7 & 8
AT3: Major Group Assignment	2, 3, 4	30%	11
AT4: Final Examination	1, 2, 3 & 4	40%	13

The assessment tasks and the criteria that will be used to grade them are on the unit webpage: <http://learn.mq.edu.au>

Tools are available from the unit web page to support learning for required outcomes. For example, support tools for competence and skill in research, academic writing and professional oral presentations.

AT1 ASSESSMENT (Individual)

AT1 is an in-class quiz in week 4 that covers lectures one to three (weeks 1 to 3). Students will have thirty (30) minutes to complete twenty (20) questions on: the overall focus of consumer behaviour as it relates to marketing strategy, perception, learning and memory.

AT2 & AT3 ASSESSMENT TASKS (Group)

Participants are asked to note the following for both AT2 and AT3:

- AT2 and AT3 entail individual contributions to a group project outcome. Participants will form groups in the class and are required to remain in the same group for both tasks.
- Groups will be asked to confirm agreed equal participation by members.
- Should students wish to discuss group task allocations or grievances, they are to do so with the tutorial leader or coordinator. Grievances must be addressed early in the semester and be documented.
- Participants are expected to conduct and draw on their own research. Reliance on the textbook, lecture materials and nominated readings in AT2 and AT3 will be penalised.
- Grades will be deducted where students do not: (a) provide evidence of research and reading through providing references (Harvard method); (b) abide by the University plagiarism policy which specifies the need to reference the work of others.

AT2 ASSESSMENT

This task is worth 20 percent of the final grade. Each group will draw on entrepreneurial creativity and research skills to identify a new product/experience and demand/segment:

- ✓ Class presentation of the topic (10 minutes) and class leadership (10 minutes) to obtain peer input and ideas to explore and develop the project (**week 7, CB Forum**);
- ✓ Present the full topic for peer review on Blackboard Media Library (**week 8**).

AT2 CB Forum focuses on topical issues related to consumer behaviour and segmentation strategies. Segmentation has received renewed attention because it assists marketers to understand how new and emerging groups of consumers value products/brands/experiences. Marketers believe that creative segmentation techniques can pinpoint new needs for value related to contemporary issues, including: the global downturn (MacMillan & Selden, 2008); green and sustainable consumption (Curry, 2008); demand in developing countries and emergent markets (Datamonitor, 2008); demand for premium/value offers (Debbo, 2009); and, innovation and the identification of profitable new markets to serve (Precourt, 2009).

Groups will reflect on the issues raised in lectures, readings and weekly tasks. Students are to explore a social, cultural, political, environmental or economic issue in any country and identify a potentially profitable segment for a new product/brand/experience.

Consumer behaviour techniques, tools and analysis will be used to provide the evidence of a want, need or desire (customer) and why they believe the segment will continue to grow in importance (demand/trends). Students are to show the project ideas that were considered by the group and the values they believe drove the options, including the chosen project.

Visit Blackboard > Assessments > AT2 to obtain:

- ✓ The full requirements for the AT2 CB Forum;
- ✓ Group Task Feedback – please complete student and project details and bring to week 7 CB Forum. The sheets will be used to provide feedback.

AT3 ASSESSMENT TASK (GROUP)

This task is worth 30 percent of the final grade. Please visit the Assessment folder on Blackboard for more details on AT3. The task requires:

- ✓ Prior groups to work together on a second project;
- ✓ A group-selected focus;
- ✓ A 4,000 word written report (plus tables, diagrams, figures and appendices);
- ✓ The use of brand and marketing examples that are current (2 years or less);
- ✓ The submission of a physical copy of the group report in **Week 11** (in-class);
- ✓ An electronic submission on Blackboard by **5 pm, Tuesday, Week 11**.

While long-term economic growth in Australia has often been associated with its impact on consumer preferences, the recent economic downturn also explains changes in consumption patterns. Increased and decreased disposable incomes produce multiple life style options for consumers. Consumers are constantly searching for new ways to experience the world in which they live. Choose some type of experiential activity related to a social issue (e.g. volunteering, speeding, healthy eating, exercise, drugs, binge drinking, recycling, drink driving, smoking, sustainable living). Using consumer behaviour theories, your group will:

- Compare and analyse the market behaviour of consumers who consume or engage the chosen activity with individuals who do not by applying appropriate consumer behaviour theories (give examples)
 - Identify emerging consumer trends in the area (for example, lifestyle choices, values and aspirations, attitudes to brands and marketing);
 - Identify criteria important to consumer decision-making and consumption:
 - Discuss whether consumer behaviour is driven by cognitive, emotional or unconscious processes;
 - Discuss the role of individual decision-making and group influence on consumption and attitudes towards the behaviour.

- Provide examples of social marketing campaigns. Discuss the extent to which they are successful or unsuccessful in persuading and/or manipulating the market.
 - Include details about the marketing tactics used (for example, a personal photograph, detailed explanation of the marketing experience, example of the marketing creative, etc.), as an appendix in the final report.

AT4 ASSESSMENT (INDIVIDUAL)

The final exam will cover materials from the entire course over a three-hour period during the Week 13 class. Students must demonstrate a comprehensive understanding of the course and interpretive and analytical ability in multiple choice and written sections.

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. No other aids will be allowed into the exam.

CLASSROOM ETIQUETTE

Students are expected to arrive on time, certainly before five minutes past the hour, 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/tutor. Students are expected to be quiet during lectures unless, of course, class participation is required. Mobiles should be turned off during classes; not simply set to 'silent'.

EXAMINATIONS

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. You must pass the final exam to pass the Unit.

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

You are expected to present yourself for examination at the time and place designated. 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/APSCon.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. (Individual Divisions may wish to signal when the Division's Supplementaries are normally scheduled.)

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. 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.

The policy does not require that a minimum number of students failed a unit. Instead, it requires examiners to explain their actions if more than 20 percent of students fail in a unit. 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>.

WEEKLY GUIDE

*Bb = Blackboard online classroom

Week	Topic and tasks		
1	Topic: Consumer behaviour, marketing strategy & value		
04/08	Reading: ▪ Ch.1; Unit Outline	Related Readings: ▪ Holbrook (2005); Vyncke (2002)	Lecturer: Jacqueline Kenney Tutorial Activity: ▪ The 'story of stuff' ▪ SPI – experiences of value
2	Topic: Contemporary consumerism & perception		
11/08	Reading: ▪ Ch. 2	Related Readings: ▪ Festervand (2004 & 2006)	Lecturer: Jacqueline Kenney Tutorial Activity: ▪ Group formation ▪ Perceptual mapping task
3	Topic: The consumer as chooser; learning & memory		
18/08	Reading: ▪ Ch.3	Related Readings: ▪ Jocz (2008), & John (2006) or Brinkmann (2008)	Lecturer: Jacqueline Kenney Tutorial Activity: ▪ Brand Concept Maps
4	Topic: The consumer as communicator; motivation & values		
25/08	Reading: ▪ Ch.4	Related Readings: ▪ Hanlan (2006) & Dolnicar (2004) ▪ In-class test (30 mins)	Lecturer: Jacqueline Kenney Tutorial Activity: ▪ Values + Value Maps ▪ Hierarchical value maps
5	Topic: The consumer as explorer; personality & lifestyles		
01/09	Reading: ▪ Ch.5 & 6	Related Readings: ▪ Weekly task – for AT2	Lecturer: Jacqueline Kenney Tutorial Activity: ▪ Psychographic analysis
6	Topic: The consumer as identity-seeker & attitudes		
08/09	Reading: ▪ Ch.7 & 8	Related Readings: ▪ Prepare AT2	Lecturer: Jacqueline Kenney Tutorial Activity: ▪ Attitudes
7	Topic: CB Forum		
15/09	Reading: ▪ Ch.6	Individual Tasks: ▪ Prepare AT2	Lecturer: Jacqueline Kenney Tutorial Activity: ▪ CB Forum: Present AT2
Mid-Semester Break: Mon 21 Sep to Fri 2 Oct 2009			
8	Topic: Decision making, buying & disposing		
06/10	Reading: ▪ Chs.9 & 10	Individual Tasks: AT3 preparation	Lecturer: Jacqueline Kenney Tutorial Activity: ▪ Group project workshop
9	Topic: Groups, households + organisations		
13/10	Reading: ▪ Ch.11 & 12	Individual Tasks: ▪ AT3 preparation	Lecturer: Jacqueline Kenney Tutorial Activity: ▪ Group project workshop
10	Topic: Income + social class		
20/10	Reading: ▪ Ch.13	Individual Tasks: ▪ AT3 preparation	Lecturer: Jacqueline Kenney Tutorial Activity: ▪ Group project workshop
11	Topic: Sub-cultures		
27/10	Reading: ▪ Ch. 14 & 15	Individual Tasks: ▪ Submit AT3 Major project report	Lecturer: Jacqueline Kenney Tutorial Activity: ▪ Group project workshop
12	Topic: Consumers + Culture		
03/11	Reading: ▪ Review Ch.16 & 17	Individual Tasks: ▪ Revise, reflect and review	Lecturer: Jacqueline Kenney Tutorial Activity: ▪ Discussion & Review ▪ The Ad and the Ego
13	FINAL EXAMINATION		
10/11	▪ The exam will be held in class time (6.05 pm to 8.55 pm)		

Reminder: The entire course is examinable – including lecture material, textbook chapters, set journal article readings, tutorial activities and assessment tasks, including the weekly activities.