



MRKT19031 Consumer Behaviour

Term 1 - 2017

Profile information current as at 27/04/2024 01:43 pm

All details in this unit profile for MRKT19031 have been officially approved by CQU University and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

General Information

Overview

In this unit students examine both the internal and external factors that influence buyer behaviour using consumer decision making models as a framework. Consumer Behaviour is the study of individual, group, and organisational processes used to select, secure, and use products and services. The unit blends elements from psychology, sociology, social anthropology, marketing and economics relating to the decision-making processes of buyers and the role emotions play in buying behaviour.

Details

Career Level: *Undergraduate*

Unit Level: *Level 2*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

Pre-requisites or Co-requisites

Prereq of MRKT11028 or MRKT11029

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

Offerings For Term 1 - 2017

- Brisbane
- Distance
- Melbourne
- Rockhampton
- Sydney

Attendance Requirements

All on-campus students are expected to attend scheduled classes - in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

Class and Assessment Overview

Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

Class Timetable

[Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

[Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

Assessment Overview

1. **Online Quiz(zes)**

Weighting: 20%

2. **Presentation**

Weighting: 30%

3. **Written Assessment**

Weighting: 50%

Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

CQUniversity Policies

All University policies are available on the [CQUniversity Policy site](#).

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

Previous Student Feedback

Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

Feedback from Student feedback.

Feedback

Positive comments on the simple set-up of moodle pages, the diverse range of assessments, and the inclusion of a presentation assessment.

Recommendation

Keep utilising a simple and easy-to-navigate style in the design of course moodle site; and a combination of quiz, presentation, and report in the design of assessments.

Action

This recommendation has been fully implemented.

Unit Learning Outcomes

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

1. explain and critically assess the contributions of social sciences to the development of consumer behaviour principles
2. explain the contribution of consumer behaviour to marketing and strategy development
3. discuss how consumer behaviour principles can be used as a conceptual framework for developing segmentation, targeting and positioning strategies
4. evaluate the influence of the internal factors of perception, motivation, learning, attitude and personality/psychographics on the behaviours of consumers
5. evaluate the influence of the external factors of reference groups, family, social class, culture and market forces on the behaviours of consumers
6. critically apply models of consumer decision making to specific examples of consumer behaviour.

Alignment of Learning Outcomes, Assessment and Graduate Attributes



Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes					
	1	2	3	4	5	6
1 - Online Quiz(zes) - 20%	•	•	•	•	•	•
2 - Presentation - 30%	•	•	•	•	•	•
3 - Written Assessment - 50%	•	•	•	•	•	•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes					
	1	2	3	4	5	6
1 - Communication	•	•	•	•	•	•
2 - Problem Solving	•	•	•	•	•	•
3 - Critical Thinking	•	•	•	•	•	•
4 - Information Literacy	•	•	•	•	•	•
5 - Team Work						
6 - Information Technology Competence	•	•	•	•	•	•
7 - Cross Cultural Competence	•	•	•	•	•	•
8 - Ethical practice	•	•	•	•	•	•
9 - Social Innovation						
10 - Aboriginal and Torres Strait Islander Cultures						

Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes									
	1	2	3	4	5	6	7	8	9	10
1 - Online Quiz(zes) - 20%	•	•	•	•		•	•	•		
2 - Presentation - 30%	•	•	•	•		•	•	•		
3 - Written Assessment - 50%	•	•	•	•		•	•	•		

Textbooks and Resources

Textbooks

MRKT19031

Prescribed

Consumer behaviour: Implications for marketing strategy

Edition: 7th edn (2014)

Authors: Quester, P, Pettigrew, S, Kopanidis, F, Hill, S & Hawkins, D

McGraw-Hill

North Ryde , NSW , Australia

ISBN: 9781743076811

Binding: Paperback

[View textbooks at the CQUniversity Bookshop](#)

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 6th Edition \(APA 6th edition\)](#)

For further information, see the Assessment Tasks.

Teaching Contacts

En Li Unit Coordinator

e.li@cqu.edu.au

Schedule

Week 1 - 06 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to Consumer Behaviour and the Role of Situations	Chs 1 & 2	

Week 2 - 13 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Consumer Decision Making - Problem Recognition and Information Search	Chs 3 & 4	

Week 3 - 20 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Consumer Decision Making - Choosing, Purchase and Post Purchase	Chs 5 & 7	

Week 4 - 27 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Perception	Ch 8	

Week 5 - 03 Apr 2017		
Module/Topic	Chapter	Events and Submissions/Topic
Learning and Memory	Ch 9	Online Quiz Opens Monday (03 April 17) 09:00 AM AEST
Vacation Week - 10 Apr 2017		
Module/Topic	Chapter	Events and Submissions/Topic
Week 6 - 17 Apr 2017		
Module/Topic	Chapter	Events and Submissions/Topic
Motivation, Personality and Emotion	Ch 10	Online Quiz Due: Week 6 Friday (21 Apr 2017) 5:00 pm AEST
Week 7 - 24 Apr 2017		
Module/Topic	Chapter	Events and Submissions/Topic
Attitude and Attitude Change	Ch 11	
Week 8 - 01 May 2017		
Module/Topic	Chapter	Events and Submissions/Topic
Society, Demographics and Lifestyles	Ch 12	Presentation Due: Week 8 Friday (5 May 2017) 5:00 pm AEST
Week 9 - 08 May 2017		
Module/Topic	Chapter	Events and Submissions/Topic
Households and Social Class	Chs 13 & 15	
Week 10 - 15 May 2017		
Module/Topic	Chapter	Events and Submissions/Topic
Group Influence and Communication	Ch 14	
Week 11 - 22 May 2017		
Module/Topic	Chapter	Events and Submissions/Topic
Culture and Cross-Cultural Variations	Ch 16	
Week 12 - 29 May 2017		
Module/Topic	Chapter	Events and Submissions/Topic
Review Week		Individual Report Due: Week 12 Friday (2 June 2017) 5:00 pm AEST
Review/Exam Week - 05 Jun 2017		
Module/Topic	Chapter	Events and Submissions/Topic
Exam Week - 12 Jun 2017		
Module/Topic	Chapter	Events and Submissions/Topic

Assessment Tasks

1 Online Quiz

Assessment Type

Online Quiz(zes)

Task Description

Assessment Task 1—Online Quiz

Due date: Online quiz starts at 9am AEST Monday Week 5 and closes at 5pm AEST Friday Week 6 in Moodle

Weighting: 20%

Time: 60 minutes

Details

The online consumer behaviour quiz ensures that students engage the conceptual material in the following chapters of the textbook: 1, 2, 3, 4, 5, 7, 8, 9. The quiz includes 40 questions and has a time limit of 60 minutes.

Please see below for some important advice for the quiz.

- You can practice a sample quiz in the unit Moodle site.
- The quiz can only be taken once so do not open the quiz until you are ready to complete the entire quiz.
- Responsibility for access, ISP, browsers, connection and the computer you use (irrespective of who owns it) remains with the student. Failure of equipment is not grounds for special consideration, extension of quiz or special arrangements. Use of computers/computer labs on university campuses does not absolve students of their responsibility for having reliable and continued access to the worldwide web.
- Refer system access problems (e.g. Moodle login or password issues) to the Technology and Services Assistance Centre at tasac@cqu.edu.au as early as possible.
- "My computer has frozen up during the online quiz - what do I do?" The first thing to do is "don't panic"! Contact the Unit Coordinator immediately for assistance identifying the nature of the problem, your full name, student number and campus. Any omissions of this required information may delay a response.
- If a student requests a reset of the quiz and the Unit Coordinator agrees to that request, but subsequently the student does not complete the quiz within the deadline, it will be deemed that the quiz has not been completed and a score of zero will apply. Note that the determination of whether the online quiz result was affected by technical difficulties will be solely the prerogative of the Unit Coordinator. Simply doing poorly in the quiz and then asking for a reset will not be considered.

Number of Quizzes

1

Frequency of Quizzes

Other

Assessment Due Date

Week 6 Friday (21 Apr 2017) 5:00 pm AEST

Return Date to Students

On completion of online quiz.

Weighting

20%

Assessment Criteria

- You will be given 60 minutes ONLY for the quiz.
- The total score for the quiz is 20 marks (40 questions × 0.5 mark per question = 20 marks).

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

Online

Learning Outcomes Assessed

- explain and critically assess the contributions of social sciences to the development of consumer behaviour principles
- explain the contribution of consumer behaviour to marketing and strategy development
- discuss how consumer behaviour principles can be used as a conceptual framework for developing segmentation, targeting and positioning strategies
- evaluate the influence of the internal factors of perception, motivation, learning, attitude and personality/psychographics on the behaviours of consumers
- evaluate the influence of the external factors of reference groups, family, social class, culture and market forces on the behaviours of consumers
- critically apply models of consumer decision making to specific examples of consumer behaviour.

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence

- Cross Cultural Competence
- Ethical practice

2 Presentation

Assessment Type

Presentation

Task Description

Assessment Task 2—Presentation

Due date: 5pm AEST Friday Week 8

Weighting: 30%

Length: 3 minutes maximum

Details

Academic research on consumer behaviour has been an important driving force behind business decisions in the real world. In this assessment task, you as a “consumer behaviour expert” will bring the latest consumer behaviour research into practice.

First, please find a research article published in any 2016 issue of “Journal of Consumer Research”, the best consumer behaviour journal in the world.

Your task is to present findings of this research article and apply these findings to a real-world organisation. That is, you will provide recommendations on how the organisation could benefit from applying the research findings.

This presentation should be made within 3 minutes and through 4 PowerPoint slides. The slides should follow the subsequent structure:

- Student information and presentation title;
- Findings of the research article;
- Recommendations for the organisation;
- Reference list.

You will also prepare a script (i.e., a Word document) in which you will write out or at least outline what you intend to say in your presentation.

Please pay attention to the following details on presentation and submission methods:

- On-campus students will deliver their presentation in class, and submit their PowerPoint file and script on Moodle.
- Distance education students will record their presentation through PowerPoint's “Record Slide Show” function, and submit their PowerPoint file (with recording) and script on Moodle.
- **For all students**, the Moodle submission of PowerPoint file and script will be due at 5pm AEST Friday Week 8. However, on-campus students may present in class prior to, during, or after Week 8, depending on their local lecturer/tutor's scheduling.

Assessment Due Date

Week 8 Friday (5 May 2017) 5:00 pm AEST

Return Date to Students

Week 11 Friday (26 May 2017)

Weighting

30%

Assessment Criteria

- PowerPoint design - 2 marks
- Presentation clarity - 2 marks
- Findings of the research article - 12 marks
- Recommendations for the organisation - 12 marks
- Referencing - 2 marks
- Total - 30 marks

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

Online

Learning Outcomes Assessed

- explain and critically assess the contributions of social sciences to the development of consumer behaviour principles

- explain the contribution of consumer behaviour to marketing and strategy development
- discuss how consumer behaviour principles can be used as a conceptual framework for developing segmentation, targeting and positioning strategies
- evaluate the influence of the internal factors of perception, motivation, learning, attitude and personality/psychographics on the behaviours of consumers
- evaluate the influence of the external factors of reference groups, family, social class, culture and market forces on the behaviours of consumers
- critically apply models of consumer decision making to specific examples of consumer behaviour.

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

3 Individual Report

Assessment Type

Written Assessment

Task Description

Assessment Task 3—Individual Report

Due date: 5pm AEST Friday Week 12

Weighting: 50%

Length: 1500 words maximum

Details

Renting a house can be a major consumption decision, subject to many competing influences. This assignment requires you to look at the rental property choices of 3 people, and provide your analysis on those factors leading to their decisions.

Firstly, please download the 5 survey questionnaires completed by 5 different respondents (these questionnaires will be posted on Moodle from Week 5). After reading through these questionnaires, please pick 3 questionnaires/respondents (you can pick any 3 you like) as the target for your analysis. You will notice that these questionnaires are mainly about making decisions among 6 different rental property options.

Secondly, please use the compensatory decision rule to calculate which rental property option each of the 3 respondents is most likely to choose, based on the decision matrix presented in her/his questionnaire. Is this the rental property s/he would have actually chosen? If there is a difference, please provide an explanation.

Thirdly, please use the theoretical areas below to analyse the behaviour of your chosen respondents. Please explain the differences between their rankings of evaluative criteria and their choices of rental properties, using theories from:

- Demographics (age, gender, family situation, income, ethnicity etc)
- Personality

Lastly, please provide recommendations to the marketer of ANY ONE of the rental property options featured in the survey questionnaires - what are the characteristics of her/his likeliest customers and how might she/he best attract them by applying the theories of learning and memory?

Your argument and analysis in this report requires theoretical support from a minimum of **10 journal article** references.

Your report should follow the subsequent structure:

- title page;
- executive summary;
- table of contents;
- introduction;
- application of compensatory decision rule;
- analysis of behaviour;
- recommendations;
- conclusion;
- reference list.

Assessment Due Date

Week 12 Friday (2 June 2017) 5:00 pm AEST

Return Date to Students

As this unit has no exam, the formal results for this last piece of assessment can only be released to students on the Certification of Grades date (07-Jul-2017).

Weighting

50%

Assessment Criteria

- Report structure, writing style, and referencing - 5 marks
- Application of compensatory decision rule - 10 marks
- Analysis of behaviour - 15 marks
- Recommendations - 10 marks
- Theoretical support (from at least 10 journal articles) - 10 marks
- Total - 50 marks

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

Online

Learning Outcomes Assessed

- explain and critically assess the contributions of social sciences to the development of consumer behaviour principles
- explain the contribution of consumer behaviour to marketing and strategy development
- discuss how consumer behaviour principles can be used as a conceptual framework for developing segmentation, targeting and positioning strategies
- evaluate the influence of the internal factors of perception, motivation, learning, attitude and personality/psychographics on the behaviours of consumers
- evaluate the influence of the external factors of reference groups, family, social class, culture and market forces on the behaviours of consumers
- critically apply models of consumer decision making to specific examples of consumer behaviour.

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

What can you do to act with integrity?



Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem