



# MRKT19031 Consumer Behaviour

## Term 1 - 2019

Profile information current as at 01/07/2022 03:15 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

Consumer Behaviour is the study of individual, group, and organisational processes involved in selecting, securing, and using products and services. Understanding why, what, and how consumers purchase is fundamentally critical to marketers and policymakers. In this unit you will examine both the internal and external factors that influence buyer behaviour using consumer decision making models as a framework. Furthermore, you will develop critical understandings on elements from psychology, sociology, social anthropology, marketing and economics relating to the decision-making processes of buyers, as well as the roles emotions and cognitions 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 - 2019

- Brisbane
- Melbourne
- Online
- Perth
- 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 Have Your Say survey

##### Feedback

Presentation was a great way to prepare myself for the business world and facing people.

##### Recommendation

That the in-class presentations for on-campus students, and Zoom presentations for Distance students be retained.

#### Feedback from Have Your Say survey

##### Feedback

Quiz : too many questions in too short a time

##### Recommendation

It is suggested that the time to complete the quiz in 2019 be increased.

## Unit Learning Outcomes

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

1. Assess the contributions of social sciences in the development of consumer behaviour principles
2. Identify critical situational influences that shape purchase and consumption decisions of consumers
3. Apply models of consumer decision making to specific examples of consumer behaviour
4. Evaluate the influences of internal and external factors on thoughts, feelings, and actions of consumers
5. Outline how consumer behaviour principles can be used as conceptual frameworks for developing effective marketing strategies.

## Alignment of Learning Outcomes, Assessment and Graduate Attributes



### Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes				
	1	2	3	4	5
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

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
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 (2016)

Authors: Quester, P., Pettigrew, S., Kopanidis, F., Rao Hill, S.

McGraw-Hill Education (Australia) Pty Ltd

North Ryde, NSW, Australia

ISBN: 9781743076811 (pbk); 9781760421410 (eBook)

Binding: eBook

#### Additional Textbook Information

Paper copies can be ordered from the CQUni Bookshop here: <http://bookshop.cqu.edu.au> (search on the Unit code)

eBook copies can be purchased from the publisher website here:

<https://www.mheducation.com.au/9781760421410-aus-ebook-consumer-behaviour>

[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

**Jan Lewis** Unit Coordinator  
[m.lewis@cqu.edu.au](mailto:m.lewis@cqu.edu.au)

## Schedule

### Week 1 - 11 Mar 2019

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

### Week 2 - 18 Mar 2019

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

### Week 3 - 25 Mar 2019

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

<b>Week 4 - 01 Apr 2019</b>		
Module/Topic	Chapter	Events and Submissions/Topic
Perception	8	
<b>Week 5 - 08 Apr 2019</b>		
Module/Topic	Chapter	Events and Submissions/Topic
Learning and Memory	9	
<b>Vacation Week - 15 Apr 2019</b>		
Module/Topic	Chapter	Events and Submissions/Topic
<b>Week 6 - 22 Apr 2019</b>		
Module/Topic	Chapter	Events and Submissions/Topic
Motivation, Personality and Emotion	10	
<b>Week 7 - 29 Apr 2019</b>		
Module/Topic	Chapter	Events and Submissions/Topic
Attitude and Attitude Change	11	<b>Assessment Task 1—Online Quiz</b> Due: Week 7 Monday (29 Apr 2019) 3:00 pm AEST
<b>Week 8 - 06 May 2019</b>		
Module/Topic	Chapter	Events and Submissions/Topic
Society, Demographics and Lifestyle	12	<b>Research findings presentation</b> Due: Week 8 Monday (6 May 2019) 3:00 pm AEST
<b>Week 9 - 13 May 2019</b>		
Module/Topic	Chapter	Events and Submissions/Topic
Households and Social Class	13 and 15	
<b>Week 10 - 20 May 2019</b>		
Module/Topic	Chapter	Events and Submissions/Topic
Group Influence and Communication	14	
<b>Week 11 - 27 May 2019</b>		
Module/Topic	Chapter	Events and Submissions/Topic
Culture and Cross-Cultural Variation	16	
<b>Week 12 - 03 Jun 2019</b>		
Module/Topic	Chapter	Events and Submissions/Topic
Revision		<b>Research report</b> Due: Week 12 Monday (3 June 2019) 3:00 pm AEST
<b>Review/Exam Week - 10 Jun 2019</b>		
Module/Topic	Chapter	Events and Submissions/Topic
<b>Exam Week - 17 Jun 2019</b>		
Module/Topic	Chapter	Events and Submissions/Topic

## Assessment Tasks

### 1 Assessment Task 1—Online Quiz

#### Assessment Type

Online Quiz(zes)

**Task Description**

Due date: Your Online quiz opens at 9am AEST Monday Week 5 and closes at 3pm AEST Monday Week 7 in Moodle. Please make allowances as Queensland does not have daylight savings whereas other states do.

Weighting: 20% - The total score for the quiz is 20 marks (40 questions × 0.5 mark per question = 20 marks). 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.

Please see below for some important advice for the quiz.

- You can practice a sample quiz on the unit Moodle site.
- The actual 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](mailto: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 ([m.lewis@cqu.edu.au](mailto:m.lewis@cqu.edu.au)) immediately for assistance identifying assessment number, the nature of the problem, your full name, student number, and campus. Any omissions of this required information may delay a response. Please add Unit code of MRKT19031 to the subject line.
- 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****Frequency of Quizzes****Assessment Due Date**

Week 7 Monday (29 Apr 2019) 3:00 pm AEST

Complete the quiz by clicking on the link in the Assessments column in Moodle

**Return Date to Students**

Scores are available immediately to students on submission of the test answers.

**Weighting**

20%

**Assessment Criteria**

The total score for the quiz is 20 marks (40 questions × 0.5 mark per question = 20 marks). All questions must be completed in 60 minutes.

**Referencing Style**

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

**Submission**

Online

**Learning Outcomes Assessed**

- Identify critical situational influences that shape purchase and consumption decisions of consumers
- Apply models of consumer decision making to specific examples of consumer behaviour
- Evaluate the influences of internal and external factors on thoughts, feelings, and actions of consumers

**Graduate Attributes**

- Problem Solving
- Critical Thinking
- Information Technology Competence
- Ethical practice

## 2 Research findings presentation

### Assessment Type

Presentation

### Task Description

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.

Please choose one research article, from the list in Moodle in the Assessments folder for Assessment 2. These articles have been published in the 2019 issues of “Journal of Consumer Research”, the best consumer behaviour journal in the world. Your task is to present findings of one of these research articles and apply those findings to a real-world organisation. That is, you will provide recommendations on how an organisation could benefit from applying the research findings.

This presentation should be made within three minutes and contain four PowerPoint slides. The slides should follow the structure below:

1. Student information and presentation title;
2. Findings of the research article;
3. Recommendations for the organisation;
4. Reference list using APA formatting.

You will also prepare a script (i.e., a Word document) in which you will write out what you intend to say in your presentation. The word count for your script will be around 700 words. Both the PowerPoint slides and the script need to be uploaded before the due date.

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

- On-campus students will deliver their presentation in class.
- Distance education students will present in their weekly Zoom tutorial session/s.
- For all students, the Moodle submission of PowerPoint file and script will be due at 3pm AEST Monday Week 8.

### Assessment Due Date

Week 8 Monday (6 May 2019) 3:00 pm AEST

Please submit via Moodle.

### Return Date to Students

Week 10 Monday (20 May 2019)

Marks may take longer to be released depending on how many presentations are covered in each tutorial. Students will receive an email when results have been released.

### Weighting

30%

### Assessment Criteria

A marking rubric developed by the Unit Coordinator will be used in assessing the report. This Rubric is available on the Moodle site in the Assessments folder. The rubric consists of the following areas of assessment and the relevant marks:

PowerPoint design - 2 marks

Presentation clarity - 2 marks

Findings of the research article - 12 marks

Recommendations for the organisation - 12 marks

Correct APA Referencing - 2 marks

Total - 30 marks

### Referencing Style

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

### Submission

Online

### Learning Outcomes Assessed

- Assess the contributions of social sciences in the development of consumer behaviour principles
- Apply models of consumer decision making to specific examples of consumer behaviour
- Evaluate the influences of internal and external factors on thoughts, feelings, and actions of consumers

### Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking



- Information Literacy
- Information Technology Competence
- Ethical practice

### 3 Research report

#### Assessment Type

Written Assessment

#### Task Description

Going on holiday is one of the most exciting purchases we make and that decision is subject to many competing influences. This assignment requires you to look at the holiday 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 of the 5) as the target for your analysis. You will notice that these questionnaires are mainly about making decisions about the different holiday options.

Secondly, please use the compensatory decision rule to calculate which holiday option each of the 3 respondents is most likely to choose, based on the decision matrix presented in her/his questionnaire. Is this the holiday 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 holidays, using theories from:

Demographics (age, gender, family situation, income, ethnicity etc); Personality or Lifestyle.

Lastly, please provide recommendations to the marketer of any ONE of the holiday 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:

1. title page;
2. executive summary;
3. table of contents;
4. introduction;
5. application of compensatory decision rule and the results for each respondent; analysis of behaviour;
6. recommendations;
7. conclusion;
8. reference list.

Remember to number all headings and sub-headings in your report.

Your word count is a maximum of 2,000 words for sections 4 to 7 above.

#### Assessment Due Date

Week 12 Monday (3 June 2019) 3:00 pm AEST

#### Return Date to Students

Results will be released after Certification of Grades.

#### Weighting

50%

#### Assessment Criteria

A marking rubric developed by the Unit Coordinator will be used in assessing the report. This Rubric is available on the Moodle site in the Assessments folder. The rubric consists of the following areas of assessment and the relevant marks:

Report structure, writing style, and APA 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

- Identify critical situational influences that shape purchase and consumption decisions of consumers
- Apply models of consumer decision making to specific examples of consumer behaviour
- Evaluate the influences of internal and external factors on thoughts, feelings, and actions of consumers
- Outline how consumer behaviour principles can be used as conceptual frameworks for developing effective marketing strategies.

## 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