



MRKT19031 Consumer Behaviour

Term 1 - 2020

Profile information current as at 01/07/2022 03:09 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 - 2020

- 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

My suggestion is that if there are some examples on moodle, it would be a great learning guide.

Recommendation

Exemplars from previous units will be used to enable students to see the level of detail needed, even if the assessment is on a different topic from the one given in that unit.

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
1 - Communication	•	•	•	•	•
2 - Problem Solving		•	•	•	•
3 - Critical Thinking	•	•	•	•	•

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
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 (2015)

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)
- Microsoft Office

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 - 09 Mar 2020

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

Week 2 - 16 Mar 2020

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

Week 3 - 23 Mar 2020

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

Week 4 - 30 Mar 2020		
Module/Topic	Chapter	Events and Submissions/Topic
Perception	8	Online Quiz Due: Week 4 Friday (3 Apr 2020) 5:00 pm AEST
Week 5 - 06 Apr 2020		
Module/Topic	Chapter	Events and Submissions/Topic
Learning and Memory	9	
Vacation Week - 13 Apr 2020		
Module/Topic	Chapter	Events and Submissions/Topic
Week 6 - 20 Apr 2020		
Module/Topic	Chapter	Events and Submissions/Topic
Motivation, Personality and Emotion	10	
Week 7 - 27 Apr 2020		
Module/Topic	Chapter	Events and Submissions/Topic
Attitude and Attitude Change	11	
Week 8 - 04 May 2020		
Module/Topic	Chapter	Events and Submissions/Topic
Society, Demographics and Lifestyle	12	Individual Presentation Due: Week 8 Friday (8 May 2020) 5:00 pm AEST
Week 9 - 11 May 2020		
Module/Topic	Chapter	Events and Submissions/Topic
Household Structure	13	
Week 10 - 18 May 2020		
Module/Topic	Chapter	Events and Submissions/Topic
Group Influence and Communication	14	
Week 11 - 25 May 2020		
Module/Topic	Chapter	Events and Submissions/Topic
Culture and Cross-Cultural Variations	16	
Week 12 - 01 Jun 2020		
Module/Topic	Chapter	Events and Submissions/Topic
Social Stratification	15	Individual Written Report Due: Week 12 Friday (5 June 2020) 5:00 pm AEST
Review/Exam Week - 08 Jun 2020		
Module/Topic	Chapter	Events and Submissions/Topic
Exam Week - 15 Jun 2020		
Module/Topic	Chapter	Events and Submissions/Topic

Assessment Tasks

1 Online Quiz

Assessment Type

Online Quiz(zes)

Task Description

This online quiz opens at 5pm AEST Friday Week 3 and closes at 5pm AEST Friday Week 4 on Moodle.

This quiz ensures that students engage the conceptual material in the following chapters of the textbook: 1, 2, 3, 4, 5, 7. It includes 20 questions and has a time limit of 40 minutes.

Please see below for some important advice for the quiz.

- This quiz is an individual assessment.
- This 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 assessment number, 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 4 Friday (3 Apr 2020) 5:00 pm AEST

Return Date to Students

On completion of online quiz.

Weighting

20%

Assessment Criteria

- The total score for the quiz is 20 marks (20 questions × 1 mark per question = 20 marks).
- All questions must be completed within 40 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 Individual 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, you as a “consumer behaviour expert” will bring the latest consumer behaviour research into practice.

First, please browse the following three newly published research articles on consumer behaviour.

- Duclos, R., & Khamitov, M. (2019). Compared to dematerialized money, cash increases impatience in intertemporal choice. *Journal of Consumer Psychology*, 29(3), 445-454.
- Gong, H., Huang, J., & Goh, K. H. (2019). The illusion of double-discount: Using reference points in promotion framing. *Journal of Consumer Psychology*, 29(3), 483-491.
- Taylor, N., Noseworthy, T. J., & Pancer, E. (2019). Supersize my chances: Promotional lotteries impact product size choices. *Journal of Consumer Psychology*, 29(1), 79-88.

Your task is to choose one article from these three articles, present the findings of your chosen article, and apply these findings to an organisation of your choice. That is, you will find a real-world organisation, introduce the marketing or consumer behaviour issues this organisation is facing in 2020, and design corresponding recommendations to address the issues, based on the findings of your chosen article.

This presentation should be made within 5 minutes and through 5 PowerPoint slides. The slides should follow the subsequent structure:

- Student information and presentation title;
- The research article: findings;
- The organisation: issues;
- The organisation: recommendations;
- 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. This script has a maximum word limit of 1000.

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 (8 May 2020) 5:00 pm AEST

Return Date to Students

Week 10 Friday (22 May 2020)

Weighting

30%

Assessment Criteria

- PowerPoint design and referencing - 5 marks
- Presentation clarity - 5 marks
- The research article: findings - 10 marks
- The organisation: issues and recommendations - 10 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 Individual Written Report

Assessment Type

Written Assessment

Task Description

Renting a house can be a major consumption decision, subject to many competing influences. This assessment 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 4 survey questionnaires completed by 4 different respondents (these questionnaires will be posted on Moodle from Week 7). 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 5 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 analyse the behaviour of your chosen respondents. That is, please explain the differences between their rankings of evaluative criteria and their choices of rental properties, using theories on demographics (e.g., age, gender, family situation, income, and ethnicity) and personality.

Lastly, please provide two recommendations to the marketer of any one of the rental property options featured in the survey questionnaires.

This assessment has a maximum word limit of 2500. Your argument and analysis in this assessment requires theoretical support from a minimum of 10 journal article references.

Assessment Due Date

Week 12 Friday (5 June 2020) 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 (10-Jul-2020).

Weighting

50%

Assessment Criteria

- Report structure, writing style, and referencing - 10 marks
- Application of compensatory decision rule - 10 marks
- Analysis of behaviour - 20 marks
- Two recommendations - 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