



MRKT19031 Consumer Behaviour

Term 1 - 2023

Profile information current as at 27/04/2024 04:15 am

All details in this unit profile for MRKT19031 have been officially approved by CQUUniversity 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 - 2023

- Brisbane
- Melbourne
- Online
- 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

Students appreciated the help provided for the assessments, particularly the assessment tips designed for them.

Recommendation

The teaching staff will continue to provide timely and efficient assessment support for the future students of this unit, in order to facilitate them to develop the best understanding of all critical aspects of the assessments.

Feedback from Student feedback

Feedback

Students appreciated the unit coordinator's feedback and constant check-ins, as well as her availability and accessibility.

Recommendation

Continue to strongly support and engage students to ensure that the assessment requirements of this unit are clear.

Feedback from Self reflection

Feedback

While the range of resources provided assisted learning, there is a preference for a more directed learning guide.

Recommendation

The unit coordinator will provide more assessment exemplars and resources for further clarification regarding the assessment task.

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	•	•	•	•	•
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					

Textbooks and Resources

Textbooks

MRKT19031

Supplementary

Consumer behaviour: Implications for marketing strategy

Edition: 7th (2015)

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

McGraw-Hill Education (Australia) Pty Ltd

ISBN: 9781743076811; 9781760421410 (eBook)

Binding: Paperback

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 7th Edition \(APA 7th edition\)](#)

For further information, see the Assessment Tasks.

Teaching Contacts

Janice Ban Unit Coordinator

j.ban@cqu.edu.au

Schedule

Week 1 - 06 Mar 2023

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to Consumer Behaviour and the Role of Situations	1 and 2	In-class activities: Discussion questions/exercise/case study.

Week 2 - 13 Mar 2023

Module/Topic	Chapter	Events and Submissions/Topic
Consumer Decision Making - Problem Recognition and Information Search	3 and 4	In-class activities: Discussion questions/exercise/case study.

Week 3 - 20 Mar 2023

Module/Topic	Chapter	Events and Submissions/Topic
Consumer Decision Making - Choosing, Purchase and Post Purchase	5 and 7	In-class activities: Discussion questions/exercise/case study.

Week 4 - 27 Mar 2023

Module/Topic	Chapter	Events and Submissions/Topic
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Perception	8	In-class activities: Discussion questions/exercise/case study. Online Quiz Due: Week 4 Friday (31 Mar 2023) 5:00 pm AEST
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Week 5 - 03 Apr 2023

Module/Topic	Chapter	Events and Submissions/Topic
Learning and Memory	9	In-class activities: Discussion questions/exercise/case study.

Vacation Week - 10 Apr 2023

Module/Topic	Chapter	Events and Submissions/Topic
		In-class activities: Discussion questions/exercise/case study.

Week 6 - 17 Apr 2023

Module/Topic	Chapter	Events and Submissions/Topic
Motivation, Personality and Emotion	10	In-class activities: Discussion questions/exercise/case study.

Week 7 - 24 Apr 2023

Module/Topic	Chapter	Events and Submissions/Topic
Attitude and Attitude Change	11	In-class activities: Discussion questions/exercise/case study.

Week 8 - 01 May 2023

Module/Topic	Chapter	Events and Submissions/Topic
Society, Demographics and Lifestyle	12	In-class activities: Discussion questions/exercise/case study. Individual Presentation Due: Week 8 Friday (5 May 2023) 5:00 pm AEST

Week 9 - 08 May 2023

Module/Topic	Chapter	Events and Submissions/Topic
Household Structure	13	In-class activities: Discussion questions/exercise/case study.

Week 10 - 15 May 2023

Module/Topic	Chapter	Events and Submissions/Topic
Group Influence and Communication	14	In-class activities: Discussion questions/exercise/case study.

Week 11 - 22 May 2023

Module/Topic	Chapter	Events and Submissions/Topic
Culture and Cross-Cultural Variations	16	In-class activities: Discussion questions/exercise/case study. Individual Written Report Due: Week 11 Friday (26 May 2023) 5:00 pm AEST

Week 12 - 29 May 2023

Module/Topic	Chapter	Events and Submissions/Topic
Social Stratification	15	In-class activities: Discussion questions/exercise/case study.

Review/Exam Week - 05 Jun 2023

Module/Topic	Chapter	Events and Submissions/Topic

Module/Topic	Chapter	Events and Submissions/Topic
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Assessment Tasks

1 Online Quiz

Assessment Type

Online Quiz(zes)

Task Description

This online quiz opens at **5 pm AEST Friday Week 3, 24 of March 2023** and closes at **5 pm AEST Friday Week 4, 31 of March 2023** 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 (31 Mar 2023) 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 7th Edition \(APA 7th edition\)](#)

Submission

Online

Submission Instructions

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

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 consumer behaviour research into practice.

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

- Ahn, H.K., Kim, H.J., & Aggarwal, P. (2014). Helping fellow beings: anthropomorphized social causes and the role of anticipatory guilt. *Psychological Science*, 25(1) 224-229.
- Peloza, J., & Green, T. (2014). Finding the right shade of green: the effect of advertising appeal types on environmentally friendly consumption. *Journal of Advertising*, 43(2), 128-141.

Your task is to choose one article from these two 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 2023, 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

In the "**click to add notes**" section of each slide, please provide the corresponding script of that slide. Hence, in that section, you will need to write out or at least outline what you intend to say in your presentation for that slide.

On-campus students will deliver their presentations in class and submit their PowerPoint files on Moodle. On-campus students may present in class prior to, during, or after Week 8, depending on their local lecturer/tutor's scheduling.

Distance education students are required to submit their PowerPoint presentations with **voiceover** on Moodle by the due date. For hints on how to convert a PowerPoint slide to a presentation with voiceover, please view the link. Adding a voiceover to PowerPoint presentations in 5 easy steps:

<https://www.emergingtech.com/2012/12/add-voice-over-to-powerpoint-presentations-in-5-easy-steps/>.

Assessment Due Date

Week 8 Friday (5 May 2023) 5:00 pm AEST

Return Date to Students

Week 10 Friday (19 May 2023)

Weighting

30%

Assessment Criteria

- PowerPoint design and referencing - 5 marks
- Presentation skills - 5 marks
- The research article: findings - 10 marks
- The organisation: issues and recommendations - 10 marks
- Total - 30 marks

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

Submission

Online

Submission Instructions

Online

Learning Outcomes Assessed

- Assess the contributions of social sciences in the development of consumer behaviour principles
- Outline how consumer behaviour principles can be used as conceptual frameworks for developing effective marketing strategies.

3 Individual Written Report

Assessment Type

Written Assessment

Task Description

This assessment item accounts for **50%** of your final grade for this unit and must be completed by students individually.

Due: The assessment is due on Friday of week 11, 26th May 2023 at 5 pm AEST.

Length: The report must be 2000 words (excluding references and appendix). Two points will be deducted for assessments that are under 1800 or over 2200 words.

Cover page: The report must include a cover page that contains your name, student number, resident campus, assessment title, lecturer, and word count.

Format: Text should be word-processed, Times New Roman, 12 size font and line spacing 1.5 in Word.

Referencing: A minimum of 10 academic journal articles are required. Referencing should be in a consistent APA 7th edition.

Submission: Please save and upload your file in a Word format (.doc or .docx) via the assessment link on Moodle. There will be a late penalty of 2.5 marks (5 % of 50) for each day late.

This assessment requires you to understand consumer behaviour literature and conduct market research about the given topic. The assessment requires you to 1) identify one problem or opportunity of your chosen topic, 2) define the target consumer segment of the consumer behaviours you are investigating and 3) identify consumer theory 4) recommend two marketing strategies to influence the target segment's behaviours. A detailed description of the topic will be posted on Moodle from Week 7.

For your report, you must follow the report structure below. Please use these as your headings.

1. Problem/opportunity identification

First, identify one problem or opportunity around the given topic. Briefly discuss the background issue associated with the problem or opportunity in a particular context of your topic. You should take the perspective of an organisation facing a problem or opportunity. Your identified problem/opportunity should be a relevant and realistic situation that is evident in the marketing literature or in the real-world (e.g., news release, business press, etc.). Please provide evidence of the problem/opportunity. Using both business press and academic articles, describe your identified issue (i.e., problem or opportunity). What do we know about this issue?

2. Define the target segment

Second, using both business press and academic articles, define your target consumer segment you would like to address this issue. Who are this group? What do we already know about this group? What are the characteristics of this group in relation to the problem or opportunity you identified? You should include references from academic journals. Please explain why you have chosen this particular consumer segment as your target market of the problem or opportunity you identified. This section should include a discussion of key behaviours of the target consumer segment and analyse previous marketing strategies that have been used to influence their behaviours.

3. Consumer theory

Third, please apply a consumer behaviour theory to address the identified issue. Discuss how your theory can be applied to your issue and the behaviours of the consumer segment you defined in section 2. This argument should be based on how it has been used before in a similar or different context. It is important to make an argument to support how your chosen theory helps to address the issue you identified and relevant consumer behaviours.

4. Recommendations

Based on the consumer theory you discussed in the previous section, suggest **two (2) strategies** to address the issue

(i.e., problem/opportunity) and relevant consumer behaviours of your target consumer segment. It is recommended that you use the 4 Ps of product marketing or the 7Ps of services marketing mix elements to guide your recommendations. Please make sure the two (2) recommendations are specifically related to the consumer theory you applied in section 3. This should include the justification of your recommendations in relation to the consumer theory.

5. **References** (not included in the word limit)

A minimum of 10 academic journal articles (APA 7th ed.) is required.

6. **Appendix** (not included in the word limit)

Other supporting information included if needed.

*Note: No introduction or conclusion section is required.

There will be a late penalty of 2.5 marks (5 % of 50) for each day late.

Assessment Due Date

Week 11 Friday (26 May 2023) 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 (7-Jul-2023).

Weighting

50%

Assessment Criteria

- Problem / Opportunity identification - 7 marks
- Define target segment - 12 marks
- Application of Appropriate consumer theory - 12 marks
- Recommendations - 12marks
- Written presentation and format - 7 marks
- Total - 50 marks

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

Submission

Online

Submission Instructions

Please save and upload your file in a Word format (.doc or .docx) via the assessment link on Moodle.

Learning Outcomes Assessed

- Assess the contributions of social sciences in the development of consumer behaviour principles
- 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.

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