



# MRKT20055 *Science of Consumer Behaviour*

## Term 1 - 2020

Profile information current as at 25/04/2024 12:31 pm

All details in this unit profile for MRKT20055 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

Consumption is a universal phenomenon of human society, and understanding consumer behaviour is fundamentally critical to marketers and policymakers. This unit explores the science of consumer behaviour, an interdisciplinary field that integrates knowledge and discovery from marketing, psychology, anthropology, sociology, demography, and economics. In this unit you will examine models and frameworks of consumer decision making, as well as the impacts of internal and external factors on thoughts, feelings, and actions of consumers. Furthermore, you will learn to implement consumer behaviour principles to facilitate the development of successful marketing campaigns.

### Details

Career Level: *Postgraduate*

Unit Level: *Level 9*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

### Pre-requisites or Co-requisites

Prerequisite: MRKT20052.

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
- 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 Postgraduate 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. **Written Assessment**

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 about the the effective delivery of unit contents by multiple members of the teaching team.

##### Recommendation

The teaching staff in the future offerings of this unit should be encouraged to keep delivering the unit contents in an effective, supportive, and engaging manner.

#### Feedback from Staff self-reflection.

##### Feedback

Even though this unit had an excellent success rate among its students, certain contents of this unit can still be improved and updated for further refinement.

##### Recommendation

The teaching staff should keep reviewing and improving various elements of this unit, and strive to incorporate to this unit up-to-date theories and cases.

## Unit Learning Outcomes

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

1. Assess critical situational influences that shape consumer behaviour
2. Examine decision-process influences associated with consumer behaviour
3. Analyse the influences of internal and external factors on consumer behaviour
4. Use consumer behaviour principles to solve marketing problems
5. Identify new trends in consumer behaviour theories and applications.

## 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 - Written Assessment - 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 - Knowledge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 - Communication		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 - Cognitive, technical and creative skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4 - Research	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5 - Self-management					
6 - Ethical and Professional Responsibility					
7 - Leadership					
8 - 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
1 - Written Assessment - 20%	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>				
2 - Presentation - 30%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
3 - Written Assessment - 50%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				

## Textbooks and Resources

### Textbooks

MRKT20055

#### Prescribed

##### **Consumer Behaviour: Buying, Having, Being**

Edition: 4th edn (2019)

Authors: Solomon, M, Russell-Bennett, R & Previte, J

Pearson Australia

Melbourne , VIC , Australia

ISBN: 9781488616952

Binding: Paperback

#### Additional Textbook Information

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

eBook copies can be purchased at the publisher's website here: <http://www.pearson.com.au/9781488615757>

[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](mailto:e.li@cqu.edu.au)

## Schedule

### Week 1 - 09 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
Buying, having and being;	1;	
Consumer and social well-being	2	

### Week 2 - 16 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
Perception	3	

### Week 3 - 23 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
Learning and memory	4	

### Week 4 - 30 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
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Personality	5	<b>Individual Written Assessment 1</b> Due: Week 4 Friday (3 Apr 2020) 5:00 pm AEST
<b>Week 5 - 06 Apr 2020</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Motivation and values	6	
<b>Vacation Week - 13 Apr 2020</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
<b>Week 6 - 20 Apr 2020</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
The self: mind, gender and body	7	
<b>Week 7 - 27 Apr 2020</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Attitudes and attitude change	8	<b>Individual Presentation</b> Due: Week 7 Friday (1 May 2020) 5:00 pm AEST
<b>Week 8 - 04 May 2020</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Individual decision making	9	
<b>Week 9 - 11 May 2020</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Buying, using and disposing	10	
<b>Week 10 - 18 May 2020</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Groups and social influence	11	
<b>Week 11 - 25 May 2020</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Ethnicity, religion and age	12	
<b>Week 12 - 01 Jun 2020</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Lifestyle, income and social class	13	<b>Individual Written Assessment 2</b> Due: Week 12 Friday (5 June 2020) 5:00 pm AEST
<b>Review/Exam Week - 08 Jun 2020</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
<b>Exam Week - 15 Jun 2020</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>

## Assessment Tasks

### 1 Individual Written Assessment 1

#### Assessment Type

Written Assessment

#### Task Description

Please answer the following questions:

- Question 1: Please identify one consumption activity you have undertaken in the past year, where your consumption decision was affected by sound. Please explain how sound influenced your decision in that activity.
- Question 2: Please identify one website that does not use suitable colours in its design. Please discuss why the currently used colours are not suitable.

Important advice:

- This is an individual written assessment. Please ensure that this assignment is your own work and both answers are based on your own words.
- This assessment has a maximum word limit of 1000.
- Your argument and analysis in this assessment requires theoretical support from a minimum of 2 journal article references.

### Assessment Due Date

Week 4 Friday (3 Apr 2020) 5:00 pm AEST

### Return Date to Students

Vacation Week Friday (17 Apr 2020)

### Weighting

20%

### Assessment Criteria

- Presentation, writing style, and referencing - 4 marks
- Argument and analysis in answering Question 1 - 8 marks
- Argument and analysis in answering Question 2 - 8 marks
- Total - 20 marks

### Referencing Style

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

### Submission

Online

### Learning Outcomes Assessed

- Assess critical situational influences that shape consumer behaviour

### Graduate Attributes

- Knowledge
- Cognitive, technical and creative skills
- Research

## 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 research articles recently published in “Journal of Consumer Research”, the best consumer behaviour journal in the world.

- Biswas, D., Szocs, C., & Abell, A. (2019). Extending the boundaries of sensory marketing and examining the sixth sensory system: Effects of vestibular sensations for sitting versus standing postures on food taste perception. *Journal of Consumer Research*, 46(4), 708-724.
- Sinha, J., & Lu, F. (2019). Ignored or rejected: Retail exclusion effects on construal levels and consumer responses to compensation. *Journal of Consumer Research*, 46(4), 791-807.
- Su, L., Wan, E. W., & Jiang, Y. (2019). Filling an empty self: The impact of social exclusion on consumer preference for visual density. *Journal of Consumer Research*, 46(4), 808-824.

Your task is to choose one article from these three articles, present the empirical studies and 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 6 PowerPoint slides. The slides should follow the subsequent structure:

- Student information and presentation title;
- The research article: empirical studies;
- 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 1500.

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 7. However, on-campus students may present in class prior to, during, or after Week 7, depending on their local lecturer/tutor's scheduling.

#### **Assessment Due Date**

Week 7 Friday (1 May 2020) 5:00 pm AEST

#### **Return Date to Students**

Week 9 Friday (15 May 2020)

#### **Weighting**

30%

#### **Assessment Criteria**

- PowerPoint design and referencing - 5 marks
- Presentation clarity - 5 marks
- The research article: empirical studies and 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**

- Examine decision-process influences associated with consumer behaviour
- Use consumer behaviour principles to solve marketing problems

#### **Graduate Attributes**

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research

## 3 Individual Written Assessment 2

#### **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 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:

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

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?

This assessment has a maximum word limit of 2500 and should be written as a formal business report. 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
- Analyse the behaviour of chosen respondents using the theories of personality - 15 marks
- Analyse the behaviour of chosen respondents using the theories of demographics - 15 marks
- Recommendations - 10 marks
- Total - 50 marks

### **Referencing Style**

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

### **Submission**

Online

### **Learning Outcomes Assessed**

- Examine decision-process influences associated with consumer behaviour
- Analyse the influences of internal and external factors on consumer behaviour
- Use consumer behaviour principles to solve marketing problems
- Identify new trends in consumer behaviour theories and applications.

### **Graduate Attributes**

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research

## 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