



# MRKT19031 Consumer Behaviour

## Term 1 - 2024

Profile information current as at 05/09/2024 01:34 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 - 2024

- 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**

Convenient to reach out and discuss assignment tasks.

**Recommendation**

The unit coordinator should set up an online drop-in session or use any online platform where students can easily access their consultation time and schedule one-on-one meetings with the UC flexibly. This ensures that the coordinator has dedicated time to focus on each student's queries individually.

#### Feedback from Self reflection

**Feedback**

Quick assistance when needed.

**Recommendation**

If feasible, respond to student emails promptly, especially during peak assignment periods. This helps students feel that their questions and concerns are valued and that they can get quick assistance when needed.

#### Feedback from Self reflection

**Feedback**

Providing effective feedback

**Recommendation**

Whenever possible, customise the feedback by using the students' names, which can foster the students' feeling of connection and individualised attention.

## 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

**Ann Mitsis** Unit Coordinator

[a.mitsis@cqu.edu.au](mailto:a.mitsis@cqu.edu.au)

## Schedule

### **Week 1 - 04 Mar 2024**

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

### **Week 2 - 11 Mar 2024**

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

### **Week 3 - 18 Mar 2024**

Module/Topic	Chapter	Events and Submissions/Topic
Consumer Decision Making - Choosing, Purchase and Post Purchase	5 and 7	Assessment 1 Online Quiz Opens Friday March 22, 2024 at 9am AEST.

### **Week 4 - 25 Mar 2024**

Module/Topic	Chapter	Events and Submissions/Topic
Perception	8	Assessment 1 Online Quiz closes Thursday March 28, 2024 at 11.45pm AEST.

<b>Week 5 - 01 Apr 2024</b>		
Module/Topic	Chapter	Events and Submissions/Topic
Learning and Memory	9	
<b>Vacation Week - 08 Apr 2024</b>		
Module/Topic	Chapter	Events and Submissions/Topic
<b>Week 6 - 15 Apr 2024</b>		
Module/Topic	Chapter	Events and Submissions/Topic
Motivation, Personality and Emotion	10	<b>Individual Presentation</b> Due: Week 6 Friday (19 Apr 2024) 11:45 pm AEST
<b>Week 7 - 22 Apr 2024</b>		
Module/Topic	Chapter	Events and Submissions/Topic
Attitude and Attitude Change	11	Presentations are to be done in Week 7 Workshops for all face to face and distance students.
<b>Week 8 - 29 Apr 2024</b>		
Module/Topic	Chapter	Events and Submissions/Topic
Society, Demographics and Lifestyle	12	
<b>Week 9 - 06 May 2024</b>		
Module/Topic	Chapter	Events and Submissions/Topic
Household Structure	13	
<b>Week 10 - 13 May 2024</b>		
Module/Topic	Chapter	Events and Submissions/Topic
Group Influence and Communication	14	
<b>Week 11 - 20 May 2024</b>		
Module/Topic	Chapter	Events and Submissions/Topic
Culture and Cross-Cultural Variations	16	<b>Individual Written Report</b> Due: Week 11 Friday (24 May 2024) 11:45 pm AEST
<b>Week 12 - 27 May 2024</b>		
Module/Topic	Chapter	Events and Submissions/Topic
Social Stratification	15	
<b>Review/Exam Week - 03 Jun 2024</b>		
Module/Topic	Chapter	Events and Submissions/Topic
<b>Exam Week - 10 Jun 2024</b>		
Module/Topic	Chapter	Events and Submissions/Topic

## Assessment Tasks

### 1 Online Quiz

#### Assessment Type

Online Quiz(zes)

#### Task Description

The first assessment task consists of One (1) online quiz, with twenty (20) questions. The quiz has a maximum 40 minutes in duration.

#### Instructions and advice:

- This is an individual assessment (no groups).

- The quiz is to be attempted online through the unit Moodle site.
- The quiz can be accessed from inside the Assessment tile on the unit Moodle site.
- Refer to the table below for quiz opening and closing times.
- The quiz will address content from relevant chapters of the recommended textbook.
- The quiz is worth a maximum 20% towards your overall grade.
- The quiz consists of 20 questions and is a maximum 40 minutes in duration.
- Answer format will be a combination of multiple choice and true or false.
- There are no negative marks for incorrect answers.
- These are open book quizzes, so you can have your textbook with you when doing each quiz.
- Questions are randomly assigned.
- The online quiz can only be attempted ONCE, so do not open the quiz until you are ready to complete the entire quiz.
- Responsibility for access, Internet Service Provider, browsers, Internet connection and the computer you use remains with the student.
- Refer system access problems (e.g., Moodle login or password issues) to the Technology and Services Assistance Centre (tasac@cqu.edu.au) as soon as possible.
- Any issues during the quiz (e.g., screen has frozen) email the Unit Coordinator as soon as possible identifying the unit, your full name, student number, campus and approximate time the issue occurred.
- Students are encouraged to provide their own timer and not rely on the computer.

**Skills:**

The quiz will test marketing knowledge and understanding.

Quiz Content	Quiz Opening Day/Time	Quiz Closing Day/Time
Chapter 1 Chapter 2 Chapter 3 Chapter 4 Chapter 5 Chapter 7	Week 3 Friday (March 22, 2024) 9.00am AEST	Week 4 Thursday (March 28, 2024) 11.45pm AEST

**Number of Quizzes**

1

**Frequency of Quizzes**

Other

**Assessment Due Date**

**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

The second assessment task requires you to prepare a comprehensive presentation comprising of a company analysis and a customer analysis for KUKU Maker (<https://www.kickstarter.com/projects/kukuhub/kuku-maker-take-control-of-your-coffee-taste?ref=discovery&term=kuku%20make>). Your presentation must also include a self-reflection on your journey. Your presentation must not exceed 5 minutes with a maximum of 5 slides (excluding the title slide and reference list slide). This assessment requires you submit your PowerPoint presentation slides in week 6 through Moodle and make your presentation within your workshop class in week 7. Distance students will present live in their week 7 zoom workshop. Workshop leaders will stop the presentation at 5 minutes even if you have not completed the entire presentation. It is very important to rehearse and manage the time limit. Workshop leaders will ask students two questions about their presentation at the conclusion of the presentation.

### **NB: The Second Assessment task is related to the Third Assessment task.**

#### Instructions:

- This is an individual assessment (no groups).
- Submit your PowerPoint presentation slides through the Assessment tile on the unit Moodle site.
- Be prepared to answer two questions from your workshop leader at the conclusion of your presentation.

Your presentation document should contain the following:

- A single PowerPoint document to be submitted in week 6 through Moodle.
- PowerPoint slides must not exceed 5 slides (excluding the title slide and reference list slide).
- Discuss the company analysis conducted.
- Discuss the customer analysis conducted.
- Use at least 5 quality references to support analyses conducted.
- Present a self-reflection on their journey using the set template.
- Presentation is to be presented during your week 7 workshop and not exceed 5 minutes in duration.
- Distance students will present their presentation during their week 7 zoom workshop.

#### Skills:

- A comprehensive presentation of two analyses and a self-reflection is a challenging task that gives you an opportunity to undertake a significant piece of work with a practical application.

### Assessment Due Date

Week 6 Friday (19 Apr 2024) 11:45 pm AEST

Students are to present their presentations during their Week 7 Workshops.

### Return Date to Students

Week 9 Friday (10 May 2024)

### Weighting

30%

### Assessment Criteria

- PowerPoint design and referencing - 2 marks
- Presentation skills - 6 marks
- Company analysis - 8 marks
- Customer analysis - 8 marks
- Self-reflection - 4 marks
- Answer to workshop leader questions - 2 marks
- Total - 30 marks

### Referencing Style

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

### Submission

Online



## **Submission Instructions**

PowerPoint file to be submitted online with presentations taking place during week 7 workshops.

## **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**

The third assessment task requires you to use consumer theory to write a report for the owners of the Kuku maker: take control of your coffee taste. This report should not exceed 2000 words, excluding references and appendices. Two marks will be deducted for assessments that are under 1800 words or over 2200 words.

Your report should include and address each of the following:

#### **1. Title page**

- The title page will include the title of the report, your name, student number, campus, workshop leader's name and word count.

#### **2. Executive Summary**

- The executive summary should provide a comprehensive overview of the whole report including the key findings.

#### **3. Table of contents**

- The table of contents will present each section of the report, including subheadings, with their appropriate page number(s).

#### **4. Introduction**

- The introduction should present a brief outline of the organisation and the purpose, aim, scope of the report.

#### **5. Background and target audience**

- The focus here will be on presenting information as to your chosen target audience. It is expected you research the consumer behaviour literature to better understand who is likely to have an interest in this product. A profile then needs to be outlined that gives the manager of the business a better understanding as to whom they should be tailoring their product to. You will need to consider market segmentation according to demographics, psychographics, socio-economic and geographic customer characteristics.

#### **6. Marketing audit - customization**

- The focus here will be to conduct a marketing audit on the ability to customize this product. Students will need to research the consumer behaviour literature to better understand the concept of customization and explain how it applies to this unique product and why it is important. Students will also need to link this back to the segmentation profiles identified in criterion 5 above.

#### **7. Recommendations**

- Based on the consumer behaviour theories used to address criteria 5 and 6 above, provide the manager of the business two recommendations on how they should proceed, justifying your recommendations.

#### **8. Conclusion**

- Students will need to provide some concluding remarks, closing with the key call to action.

#### **9. Reference list**

- Using APA referencing style, the report should include at least ten (10) quality sources of information such as academic journal articles, academic textbooks, trade journals, newspaper articles and industry/business websites.

#### **10. Appendices**

- Appendix 1 should present a self-reflection of the journey undertaken to complete this assessment using the set template.
- Appendix 2 should present any other relevant supporting information for the report.

### Instructions:

- This is an individual assessment (no groups)
- A single Word document (no PDF) is to be submitted online through the Assessment tile on the unit Moodle site.
- Use size 12 font with 1.5 line spacing.

### Skills:

- Understanding the complexities of consumer behaviour is essential for businesses to appropriately position themselves in the marketplace.
- This is a challenging assignment and will provide you with the opportunity to undertake a significant piece of work with a practical application.

### **Assessment Due Date**

Week 11 Friday (24 May 2024) 11:45 pm AEST

### **Return Date to Students**

Marked assessments will be returned following certification of grades (5-Jul-2024).

### **Weighting**

50%

### **Assessment Criteria**

- Executive summary - 3 marks
- Introduction - 3 marks
- Background and target audience - 10 marks
- Marketing audit - customization - 10 marks
- Recommendations - 3 marks
- Conclusion - 3 marks
- Referencing - 3 marks
- Appendix 1: self-reflection - 5 marks
- Appendix 2: supporting evidence - 5 marks
- Written presentation and format - 5 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