

BMA252
Consumer Behaviour

Semester 2, 2008

This unit will be offered in:

Hobart & Launceston

The lecturing team responsible will be:

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Introduction to the Unit

Buying and consuming is something we all do nearly every day. As consumers, we are continually undertaking simple as well as complex purchases. Understanding how these purchase decisions are made and what factors influence them is the focus of consumer behaviour. For most businesses, the key to success is to identify potential customers, appreciate their needs and wants, and then to supply those needs whilst also meeting their own business objectives.

For marketers, understanding how consumers behave is an integral part of correctly identifying their real needs, and also of understanding how the seller and the consumer can link up effectively. Consumers of all types go through complex decision-making processes at some time before they commit themselves to a purchase or make a decision to continue to buy and to consume a product or service. The study of consumer behaviour assists marketers in understanding the decision-making processes that consumers undertake.

This unit, therefore, investigates consumer decision-making processes and more closely the internal and external influences on the purchasing and consumption process. The marketing challenges and implications for selling to consumers are discussed throughout from a consumer behaviour perspective.

Enrolment in the Unit

Unless there are exceptional circumstances, students should not enrol in BMA units after the end of week two of semester, as the School cannot guarantee:

- that any extra assistance will be provided by the teaching team in respect of work covered in the period before enrolment; and
- that penalties will not be applied for the late submission of any piece or pieces of assessment that were due during that period.

Learning Outcomes

On completion of this unit, you should be able to:

- Demonstrate a sound understanding of consumer behaviour theory and research, and its application to marketing practice
- Demonstrate a sound understanding of consumer decision-making
- Demonstrate a sound understanding of the internal and external influences on consumer decision-making
- Demonstrate a sound understanding of current issues in consumer behaviour and the place of consumption in modern society

Generic Graduate Attributes

The University has defined a set of generic graduate attributes (GGAs) that can be expected of all graduates (see <http://www.utas.edu.au/tl/policies/index.htm>). By undertaking this unit you should make progress in attaining the following attributes:

Knowledge

- Students will develop an understanding of consumer behaviour theory
- Students will develop an understanding of consumer decision-making and its internal and external influences
- Students will develop an appreciation of the contributions of psychology and sociology to the analysis of consumer behaviour
- Students will learn to research, analyse and synthesise information relevant to consumer behaviour

Communication Skills

- Students will be encouraged to communicate effectively using oral and written mediums and to present well-reasoned arguments in a logical and coherent manner

Problem Solving Skills

- Students will learn how to understand and classify the needs and wants of consumers
- Students will learn how to conceptualise and apply consumer decision-making processes to the marketing decisions made by sellers
- Students will learn how to appreciate the role of theory as it applies to the “real-world” of consumer behaviour

Global Perspective

- Students will be exposed to consumer behaviour issues in an Australian and a global context

Social Responsibility

- Students will be encouraged to act ethically, with integrity and social responsibility, in the application of consumer behaviour theory and research to marketing strategies
- Students will develop an appreciation of the impact of marketing practices on individuals and groups in society

Prerequisites

BMA101 Introduction to Management and BMA151 Principles of Marketing.

Texts

Prescribed Texts

Quester, P., Neal, C., Pettigrew, S., Grimmer, M., Davis, T. & Hawkins, D.I. 2007. *Consumer behaviour: Implications for marketing strategy* (5th ed.). North Ryde, NSW: McGraw-Hill. (ISBN: 9780074716922)

School Publications

Students must obtain the following electronic publications which are available from the School of Management website:

<http://www.utas.edu.au/mgmt/student.htm>

Writing Assignments: A Guide

School of Management Referencing Style

Recommended Reading

The publications listed below are highly recommended for further reading on the topics covered in the unit.

Books

Assael, H. 1995. *Consumer behavior and marketing action* (5th ed.). Cincinnati: South-Western College Publishing.

- Assael, H. 2004. *Consumer behaviour: A strategic approach*. Boston: Houghton Mifflin Co.
- Assael, H., Pope, N., Brennan, L. & Voges, K. 2007. *Consumer behaviour: First Asia-Pacific edition*. Milton, Qld: John Wiley & Sons Australia, Ltd.
- Belasco, W. & Scranton, P. (Eds.). 2002. *Food nations: Selling taste in consumer societies*. New York: Routledge.
- Berkman, H.W., Lindquist, J.D. & Sirgy, M.J. 1997. *Consumer behavior*. Lincolnwood, Ill: NTC Business Books.
- Blackwell, R., D'Souza, C., Taghian, M., Miniard, P. & Engel, J. 2007. *Consumer behaviour: An Asia-Pacific approach*. South Melbourne, VIC: Thomson.
- Calder, L. 1999. *Financing the American dream: A cultural history of consumer credit*. Princeton and Oxford: Princeton University Press.
- Cohen, L. 2003. *A consumer's republic: The politics of mass consumption in postwar America*. New York: Alfred A. Knopf.
- Craig-Lees, M., Joy, S. & Browne, B. 1995. *Consumer behaviour*. Brisbane: John Wiley & Sons.
- Csikszentmihalyi, M. & Rochberg-Hlaton, E. 1981. *The meaning of things: Domestic symbols and the self*. Cambridge: Cambridge University Press.
- Engel, J.F., Blackwell, R.D. & Miniard, P.W. 1995. *Consumer behavior* (8th ed.). Orlando FL: Dryden Press.
- Hamilton, C. & Denniss, R. 2005. *Affluenza: When too much is never enough*. Crows Nest, NSW: Allen & Unwin.
- Horowitz, D. 2004. *The anxieties of affluence: Critiques of American consumer culture, 1939-1979*. Amherst: University of Massachusetts Press.
- Hoyer, W.D. & MacInnis, D.J. 2004. *Consumer behavior* (3rd ed.). Boston: Houghton Mifflin Co.
- Hutt, M.D. & Speh, T.W. 1998. *Business marketing management—A strategic view of industrial and organizational markets* (6th ed.). Orlando: The Dryden Press.
- Kidd, A. & Nicholls, D. (Eds.). 1999. *Gender, civic culture and consumerism: Middle-class identity in Britain 1800-1940*. Manchester and New York: Manchester University Press.
- Kotler, P. 2004. *Marketing* (6th ed.). Frenchs Forest, NSW: Pearson/Prentice-Hall.
- Lawson, R., Tidwell, P., Rainbird, P., Loudon, D., & Della Bitta, A. 1996. *Consumer behaviour in Australia and New Zealand* (4th ed.). Sydney: McGraw-Hill.
- Miles, S. 1998. *Consumerism: As a way of life*. Thousand Oaks, California: Sage.
- Neal, C., Quester, P. & Hawkins, D. 2004. *Consumer behaviour: Implications for marketing strategy* (4th ed.) Roseville: McGraw-Hill.
- Robertson, T.S. & Kassarian, H.H. (Eds.). 1991. *Handbook of consumer behavior*. Englewood Cliffs, NJ: Prentice-Hall.
- Schiffman, L.G., Bednall, D., O'Cass, A., Paladino, A., Ward, S. & Kanuk, L. 2008. *Consumer behaviour* (4th ed.). Sydney: Pearson/Prentice-Hall.

Solomon, M.R., Dann, S., Dann, S. & Russell-Bennett, R. 2007. *Consumer behaviour: Buying, having and being*. Sydney: Pearson/Prentice-Hall.

Solomon, M.R. (Ed.). 1985. *The psychology of fashion*. Lexington, Mass: Lexington Books.

Stearns, P.N. 2001. *Consumerism in world history: The global transformation of desire*. London: Routledge.

Twitchell, J.B. 2002. *Living it up: Our love affair with luxury*. New York: Columbia University Press.

Wardlow, D.L. (Ed.). 1996. *Gays, lesbians, and consumer behaviour: Theory, practice, and research issues in marketing*. New York: Haworth Press.

Whitwell, G. 1989. *Making the market: The rise of consumer society*. Melbourne: McPhee Gribble Publishers.

Widing, R., Sheth, J.N., Pulendran, S., Mittal, B. & Newman, B.I. 2003. *Customer behaviour: Consumer behaviour and beyond* (Pacific-Rim ed.). Southbank, Vic: Thomson.

Journals and Periodicals

Apart from books, you will find it valuable to get into the practice of reading relevant articles from journals and periodicals (including newspapers and magazines).

Academy of Marketing Science

European Journal of Marketing

Journal of Advertising

Journal of Advertising Research

Journal of Consumer Affairs

Journal of Consumer Behaviour

Journal of Consumer Marketing

Journal of Consumer Policy

Journal of Consumer Research

Journal of Marketing

Journal of Marketing Research

Journal of Marketing Theory and Practice

Journal of Public Policy and Marketing

Psychology and Marketing

Flexible Learning: MyLO

MyLO software has been incorporated into the delivery of this unit to enhance the learning experience by providing access to up to date course materials and by allowing for online discussion through this web-based environment.

To access MyLO from your own computer you will need the appropriate software, and hardware to run that software. See *Learning Online* <http://uconnect.utas.edu.au/> for computer software you will need.

Note: Older computers may not have the hardware to run some of the required software applications. Contact your local IT support person or the Service Desk on 6226 1818 if you experience difficulties. The School of

Management has prepared a MyLO Information Sheet which includes access guidelines and contact information. It is available to download as a Word document from the School of Management website: <http://www.utas.edu.au/mgmt/student.htm>

Privacy Policy and Notice

The School of Management takes the utmost care to protect the privacy and security of your personal information and to ensure its accuracy.

If you have any concerns about your privacy in MyLO please contact the lecturer-in-charge of this unit or view the University of Tasmania MyLO Privacy Policy Statement available from the university website on <http://www.utas.edu.au/courseonline/privacy.htm>.

Assessment

In order to pass this unit you must achieve an overall mark of at least 50 per cent of the total available marks. Details of each item of Coursework are provided in the Assignment Topics section.

Method of Assessment	Value	Due Date	Length*
Coursework			
Internal exam	20 marks	In lecture – week 6	1 hour and 30 minutes
Assignment - Essay	20 marks	Monday 22 September, 2.00pm	1800 words
Examination	60	Exam Period	3 hours
Total Marks	100		

* **Word Limit:** The word count includes such items as headings, in-text references, quotes and executive summaries. It **does not** include the reference list at the end of the assignment.

Study Week

All undergraduate units offered by the School of Management are scheduled to include a Study Week. The dates for this Semester are shown in the attached Study Schedule.

The purpose of the Study Week is to allow students an opportunity to consolidate their studies thus far, and to research coming assignments.

Test

Format

The internal exam will be closed book and will examine material presented in the course from Weeks 1–5 only.

Examination

Format

The final examination will be closed book. It will be of three (3) hours' duration. The examination is worth 60 per cent of the total available marks and will comprise two parts. Part A will be a compulsory case study (worth a total of 15 marks). Part B will contain a choice of three (3) short essay questions (15 marks each) from a selection of six (6) questions.

Scheduled date and place

Your final examination for this unit will be held during the scheduled examination period as indicated by Student Administration in correspondence to you.

Examinations will normally be scheduled Monday to Saturday inclusive. Examinations may be held during the day or evening and students should consult the university information which will be made available towards the end of semester.

You are advised to make any necessary arrangements with employers now for time off during examination period to sit this examination. Your participation at the scheduled time is not negotiable unless there are exceptional circumstances.

Note that you will be expected to sit the examination at your recorded study centre.

Supplementary Examination

Except in special circumstances and on the recommendation of the lecturer-in-charge or the Head of School, a student who fails will not be granted a supplementary examination.

Special Consideration and Student Difficulties

If a student is experiencing difficulties with their studies or assignments, have personal or life planning issues, disability or illness which may affect their course of study, they are advised to raise these with their lecturer in the first instance. Students may also contact the Catalyst Officer, who will be able to help in identifying the issues that need to be addressed, give general advice, assist by liaising with academic staff, as well as referring students to any relevant University-wide support services. The Catalyst Officer is located in room 318a in the Commerce Building in Hobart and is contactable by phone on 6226 1916. There is also a range of University-wide support services available including Student Services, International Services and Learning Development. Please refer to the *Current Students* homepage at: <http://www.utas.edu.au/students/index.html>

Should a student require assistance in accessing the Library, visit their website for more information at <http://www.utas.edu.au/library/>

Students who have completed their examinations and who feel that they have been disadvantaged due to illness or other circumstances affecting their study, may fill out a form to request that their lecturer takes this into consideration when marking the examination. Forms should be submitted directly to the relevant school, accompanied by appropriate supporting documentation, as soon as possible after the completion of the examination. Granting of special consideration is at the discretion of the lecturer and school. The relevant form can be found at the following website:

http://www.studentcentre.utas.edu.au/examinations_and_results/forms_files/index.htm#eits

Students with a non-English speaking background may be permitted to take a bilingual dictionary into an exam. This dictionary must not be annotated, that is, it must have no notes written in it. In order to use a bilingual dictionary students must request permission from the Student Centre.

Submission of Coursework

Lodging Coursework

All Coursework must have the School of Management Assignment Cover Sheet and Title Page attached, both of which are available as a blank template from the School of Management website:

<http://www.utas.edu.au/mgmt/student.htm>

All assignments must include the tutor's name on the assignment Cover Sheets when they are handed in. If this is not done the assignment will not be accepted and therefore marked.

Please remember that you are responsible for lodging your Coursework on or before the due date. We suggest you keep a copy. Even in the most 'perfect' of systems, items sometimes go astray.

Note that you may also be required to submit an electronic copy of your Coursework. More details of this will be given in Lectures.

Hobart students: Lodge in assignment box at room 316, Commerce & Economics Building.

Launceston students: Lodge in assignment box beside room A170.

All coursework must be handed in by 2.00 pm on the due date.

Late Coursework

Written Work

Extensions will only be granted on medical or compassionate grounds and will not be granted because of work or other commitments. Requests for extensions should be **made in writing** to the lecturer-in-charge prior to the due date. Medical certificates or other evidence must be attached and must contain information which justifies the extension sought.

Late assignments which have **not** been granted an extension will, at the lecturer's discretion, be penalised by deducting ten per cent of total marks for each full day overdue.

Assignments submitted more than six days late will normally not be accepted by the lecturer-in-charge.

Tests

Students who are unable to sit a test on medical or compassionate grounds (work or other commitments are not considered 'compassionate grounds') may request that they be permitted to submit alternative Coursework.

Please do not expect a special test to be held for you if you choose to go on holidays or undertake other activities on the scheduled date. If you do need to request alternative Coursework, you should do so in writing to the lecturer-in-charge prior to the due date. Medical certificates or other evidence must be attached and must contain information which justifies the request. The telephone number of the doctor should also be included.

Return of Coursework

Coursework will be returned during classes or it can be collected from the lecturer's or tutor's room at nominated times; it will not be available from the School's offices.

Plagiarism

Plagiarism is a form of cheating. It is taking and using someone else's thoughts, writings or inventions and representing them as your own, for example:

- using an author's words without putting them in quotation marks and citing the source;
- using an author's ideas without proper acknowledgment and citation; or
- copying another student's work.

If you have any doubts about how to refer to the work of others in your assignments, please consult your lecturer or tutor for relevant referencing guidelines, and the academic integrity resources on the web at <http://www.utas.edu.au/tl/supporting/academicintegrity/index.html>.

The intentional copying of someone else's work as one's own is a serious offence punishable by penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, to exclusion from a unit, a course or the University. Details of penalties that can be imposed are available in the Ordinance of Student Discipline—Part 3 Academic Misconduct, see <http://www.utas.edu.au/universitycouncil/legislation/ord9.pdf>

The University reserves the right to submit (or to require you to submit) assignments to online plagiarism detection software, and might then retain a copy of the assignment on its database for the purpose of future plagiarism checking.

Occupational Health and Safety (OH&S)

The University is committed to providing a safe and secure teaching and learning environment. In addition to specific requirements of this unit you should refer to the University's policy at: http://www.admin.utas.edu.au/hr/ohs/pol_proc/ohs.pdf

Tutorial Program

Tutorial Questions for Discussion

Note that the tutorial program does not start until Week 2 of semester.

Week 2—Chapter 1 Introducing Consumer Behaviour

Discussion question 8, Quester et al (2007: 28). Tute teaser: Affluenza, Quester et al (2007: 29).

Find an advertisement for a new product and bring it to the tutorial. Identify the psychological and sociological/cultural factors that may influence consumers' decisions regarding the purchase of this product. Who is it aimed at?

What are the purposes of consumption, and how have they changed over the last 100 years?

Week 3—Chapters 3, 4 & 5 Consumer Decision Processes

Discussion question 1, Quester et al (2007: 83). Case study: Necessity (or problem recognition) is still the mother of inventions, Quester et al (2007: 85). Tute teaser: Buyer beware!, Quester et al (2007: 117). Global Gaze: eBay rules the world, Quester et al (2007: 143).

Consider an 'emotion-based' purchase you have recently made, versus a 'functional purchase'. What was the difference in terms of the product, your level of involvement in the decision, and the extent of your post-purchase evaluation?

Week 4—Chapter 12 Segmentation & Demographics

Discussion questions 3, 4 & 6 Quester et al (2007: 410). Ethical Edge: Is age discrimination fair?, Quester et al (2007: 396).

Examine a magazine directed at males, such as GQ, one oriented towards upper-income females, such as Vogue, and one oriented towards lower-income females, such as New Idea. Do the sex roles portrayed in the advertisements differ for these three magazine types? If so, speculate on the reasons for this. Bring any ads you find to the tutorial.

Week 5—Chapters 8 & 9 Perception & Learning

Visit the absolutads.com website (making sure that you are 18 or over, that is, legal drinking age!). Be prepared to discuss this site in the tutorial in terms of concepts about perception discussed in the lecture.

Discussion question 8, Quester et al (2007: 254). Case study: Perceptions of quality at the Henry Jones Art Hotel, Hobart, Quester et al (2007: 255). Discussion question 2, Quester et al (2007: 289). Tute teaser: Music to shop by, Quester et al (2007: 290).

Week 6—Chapter 10 Motivation, Personality & Emotion

Global Gaze: Cracking the code, Quester et al (2007: 310). Case study: Sharing stories in the Northern Territory, Quester et al (2007: 327).

Week 7—Chapter 11 Attitudes & Attitude Change

Visit the ABC's "Gruen Transfer" website (<http://www.abc.net.au/tv/gruentransfer/>). Choose an ad from one of those showcased on the most recent episode (downloadable or watch on-line). Be prepared to discuss this episode in the tutorial in terms of how the ad appeals to the different attitude components.

Discussion questions 1, Quester et al (2007: 363). Tute teaser: Drink driving shocker, Quester et al (2007: 365). Case study: Tui is rubbish, Yeah, right, Quester et al (2007: 366).

Week 8—Chapter 13 Family Influences

Read the ABS Household Expenditure Survey, Australia, available in the session resources for week 8, and be prepared to discuss the data reported during the tutorial.

Ethical Edge: Targeting children, Quester et al (2007: 436). Review questions 7 & 8, Quester et al (2007: 442). Discussion question 5, Quester et al (2007: 442). Tute teaser: Australian households are wasting away, Quester et al (2007: 443).

Week 9—Chapter 14 Group Influences & Opinion Leadership

Ethical Edge: Drunkenness and social norms, Quester et al (2007: 462). Review questions 1, 6 & 7, Quester et al (2007: 484). Discussion questions 1 & 6, Quester et al (2007: 484). Application question 1, Quester et al (2007: 485). Bring along examples.

Week 10

Study Week

Week 11—Chapter 15 Social Class

Review questions 1, 3 & 4, Quester et al (2007: 516). Discussion questions 1 & 6, Quester et al (2007: 516). Tute teaser: Welcome to 'Masstige', Quester et al (2007: 517). Case study: Golf anyone?, Quester et al (2007: 518).

Week 12—Chapter 16 Culture & Cross-Culture

Pick a sub-culture in Australia that you know something about. What are the characteristics of the sub-culture that will have an impact on what they consume and how they can be marketed to? Prepare some notes on this before you come to the tutorial.

Review questions 1 & 3, Quester et al (2007: 549). Discussion questions 4 & 8, Quester et al (2007: 549). Tute Teaser: I want my skin white, please, Quester et al (2007: 550).

Week 13—Consumers & Society; Exam Revision

Consider two advertisements that you feel are misleading/inappropriate/offensive. Justify your selection. Should these ads be removed? Why? Why not?

Cyber Consumer: Phone privacy, Quester et al (2007: 616). Review question 1, Quester et al (2007: 623). Case study: Fair trade, Quester et al (2007: 621).

Assignment Topics

Internal Exam

Due Date: An internal examination during the lecture in Week 6 (commencing 18 August 2008). The exam will cover the material presented in Weeks 1–5.

Length: One hour and thirty minutes

Value: 20 marks

Assignment: Essay

Due Date: 22 September 2008, 2.00pm

Length: 1800 words

Value: 20 marks

Write an essay on one of the questions from the following list:

Question 1

Why are marketers interested in the complex nature of attitudes and their influence on behaviour? Give examples that illustrate how marketers use attitude change strategies in an attempt to change consumer behaviour. How effective are these strategies?

Question 2

“Marketing products directly to children is unethical”. Critically analyse this statement.

Question 3

How do marketers use knowledge of reference groups and the process of diffusion of innovations to influence the consumption of fashion?

Question 4

Status is an important element of identity and is central in understanding how marketers use the reputational approach to social class structure. Consider marketers’ use of status dimensions to position products, and the usefulness of this approach in influencing the consumption process.

Question 5

Choose a specific culture or sub-culture within Australian society. Discuss the challenges associated with marketing to that particular collection of people.

Question 6

“In rich countries today, consumption consists of people spending money they don’t have to buy goods they don’t need to impress people they don’t like” (*anon.*, cited in Hamilton & Denniss, 2005: 19). Examine this statement as it applies to consumer behaviour in modern western societies.

In your essay, you are required to consider relevant theory and research. You must report on some relevant research that has been carried out on the topic you have chosen. As such, you will need to examine the question carefully, write a clear essay with good expression, arguing to a logical conclusion. A substantial list of references is required (no less than 15), which must include material from academic journals (at least 8 articles). Do not make use of Wikipedia, and be very careful in any use of on-line sources.

Study Schedule

Semester 2, 2008

Week	Start of Week	Text Chapter	Topic	Due Dates
1	14 July	1	Unit Overview; Introducing Consumer Behaviour	In-class test – during lecture
2	21 July	3, 4 & 5	Consumer Decision Processes	
3	28 July	12	Segmentation & Demographics	
4	4 August	8 & 9	Perception & Learning	
5	11 August	10	Motivation, Personality & Emotion	
6	18 August		Internal Test	
7	25 August	11	Attitudes & Attitude Change	
Mid-Semester Break 1—5 September				
8	8 September	13	Family Influences	Essay due – 2.00pm, 22 September
9	15 September	14	Group Influences & Opinion Leadership	
10	22 September		<i>Study Week 22–26 September</i>	
11	29 September	15	Social Class	
12	6 October	16	Culture & Cross-Culture	
13	13 October	18	Consumers & Society; Unit Review	
Exam Period 25 October–11 November				
A Calendar/Study Planner showing dates is available from School of Management website at http://www.utas.edu.au/mgmt/student.htm .				