

BMA600
Buyer Behaviour

Semester 1, 2009
(Saturday course)

This unit will be offered in:

Hobart

The lecturing team responsible will be:

Dr Rob Hecker (Lecturer-in-Charge)

Room: 307 (Hobart)

Phone: 6226 1774

Email: Rob.Hecker@utas.edu.au

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

Introduction to the Unit

This unit examines the behaviour of consumers from both psychological and sociological perspectives, enabling marketing managers to critically analyse their strategies with greater complexity. For marketers, understanding how buyers and consumers behave is an integral part of correctly identifying their real needs, and also of understanding how the seller and the buyer can link up effectively. Buyers 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. 'Buyer Behaviour' refers to the decision-making processes within businesses and those of final consumers.

This unit investigates buyer 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 buyer/consumer behaviour perspective.

As this is a postgraduate unit, students are expected to engage with a range of conceptual and empirical literature, and participate actively in the achievement of the objectives below.

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

Students in this unit will develop:

- An understanding of the complexities of consumer decision-making processes including the influence of situational, psychological and social factors
- The ability to critically analyse marketing strategies in relation to consumer motivations
- An appreciation of the impact on society of marketing strategies and issues concerning ethics in marketing
- Familiarity with major forms of consumer research
- A sound understanding of current issues in buyer/consumer behaviour and the place of consumption in modern society
- Skills in group facilitation through student involvement in peer learning activities.

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

Global Perspective

- Students will be exposed to consumer/buyer behaviour issues in an Australian and a global context
- Students will gain an understanding of the importance of consumer/ buyer behaviour for businesses and individuals to gain a competitive advantage in the global marketplace

Social Responsibility

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

Texts

Prescribed Text

Neal, C., Quester, P. & Hawkins, D. Grimmer, M., Davis, t., & Hawkins, D. I. 2007. *Consumer behaviour: Implications for marketing strategy* (5th ed.). Roseville, NSW: McGraw-Hill.

Other required reading, e.g. articles relating to the workshop topics, will be available on MyLO.

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. 2007. *Consumer behaviour*. Milton, Qld.: John Wiley & Son

- Beller, K., Weiss, S. M., & Patler, L. 2005. *The consistent consumer: Predicting future behavior through listing values*. Chicago, IL: Chicago Trade Pub.
- Blackwell, R. D. 2006. *Consumer behaviour: An Asia-Pacific approach*. South Melbourne: Thomson Learning
- Brierty, E.G., Eckles, R.W., & Reeder, R.R. 1998. *Business marketing* (3rd ed.). Upper Saddle River New Jersey: Prentice Hall.
- Clow, K. E. & Baack, D. 2004. *Integrated advertising, promotion & marketing communications*. Upper Saddle River, N.J.: Pearson Prentice Hall.
- Goldsmith, E. B. 2005. *Consumer economics: Issues and behaviours*. New Jersey: Prentice Hall.
- Hanna, N. & Wozniak, R. 2001. *Consumer behavior: An applied approach*. Upper Saddle River, N.J.: Prentice Hall.
- Hoyer, W. D. & MacInnis, D. J. 2004. *Consumer behavior* (3rd ed.). Boston: Houghton Mifflin.
- Hutt, M.D. & Speh, T.W. 1998. *Business marketing management—A strategic view of industrial and organizational markets* (6th ed.). Orlando: The Dryden Press.
- Kotler, P., Armstrong, G., Brown, L. & Stewart, A. 1998. *Marketing* (4th ed.). Sydney: Prentice Hall.
- Mick, D. G., & Ratneshwar, S. 2005. *Inside consumption: Consumer motives, goals, and desires*. London: Routledge.
- Mooij, M. de . 2004 *Consumer behaviour and culture: Consequences for global marketing and advertising*. Thousand Oaks CA: Sage.
- McNeal, J. 2007. *On becoming a consumer: Development of consumer behavior patterns in childhood*. London: Butterworth-Heinemann.
- Neal, C. & Quester, P. & Hawkins, D., 1999. *Consumer behaviour: Implications for marketing strategy* (2nd ed.). Sydney: Irwin.
- Schiffman, L.G., Bednall, D., Cowley, E., O'Cass, A., Watson, J. & Kanuk, L. 2005. *Consumer behaviour* (3rd ed.). Sydney: Prentice Hall.
- Sheth, J. N., Newman, B. I., & Mittal, B. 1999. *Customer behavior: Consumer behavior and beyond*. Fort Worth, TX: Dryden Press.
- Solomon, M.R. 2007. *Consumer behavior: Buying, having and being* (7th ed.). Upper Saddle River, New Jersey: Prentice-Hall.
- Swarbrooke, J. & Horner, S. 2007. *Consumer behaviour in tourism*. Oxford: Butterworth-Heinemann.
- Strauss, J., El-Ansary, A. & Frost, R. 2006. *E-marketing* (4th ed.). Upper Saddle River, NJ: Prentice Hall.
- Taylor, Charles R., 1961-, Lee, Doo-Hee. 2007. *Cross-cultural buyer behavior*. Amsterdam: Elsevier.
- Wardlow, Daniel L. 1996. *Gays, lesbians, and consumer behavior: Theory, practice, and research issues in marketing*. New York: Haworth Press.
- Widing, R. E., Sheth, J. N. ,Pulendran, S. Mittal, B., & Newman, B. I. 2003. *Consumer behaviour and beyond*. Melbourne: Thompson.

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).

European Journal of Marketing

Journal of the Academy of Marketing Science

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 Consumer Satisfaction, Dissatisfaction, and Complaining Behavior

Journal of Marketing

Journal of Marketing Research

Journal of Marketing Theory and Practice

Journal of Public Policy and Marketing

Psychology and Marketing

Unit Structure

Lectures & Workshops

A combination of a one and half hour lecture/seminar and a one and a half hour workshop per week will be scheduled to provide the opportunity for face-to-face contact between students and lecturers and will involve student presentations as well as interactive learning activities. Details for the lecture/seminar series are shown on page 15 and for the workshops are shown on page 10.

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** at <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/coursesonline/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			
Assignment 1			
Class Presentation (group)	10	Various	A total of 30 minutes for the presentation and the associated learning activity
Class Participation activity (group)	10	Various	
Research Paper (individual) (paper due)	25	1 week after the presentation	2000 words max *
Assignment 2			
Short papers (individual)	15	Various	200 words each
Examination	40	Exam Period	2 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.

Examination

Format

The examination is worth 40 per cent of your final mark. 20 per cent of this for a case study and questions **and** 20 per cent for 2 short essays (compulsory).

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 or the Postgraduate Academic Adviser in the first instance. The Postgraduate Academic Adviser can provide assistance with academic issues arising from your studies and identify appropriate support for general personal issues. The Postgraduate Academic Adviser is located in Room 320b in the Commerce Building in Hobart and can be contacted by phone on 6226 1939.

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, 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 at 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

Workshop Program

Questions for Discussion

Workshop 1 (Chapters 2, 3)

- Discussion question 8, in Neal et al (2007: 28). Case study: Necessity (or problem recognition) is still the mother of inventions. Neal et al (2007: 85)
- 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?

Workshop 2 (Chapters 4, 5 & 12)

- Discussion questions 3 & 7, in Neal et al (2007: 116), discussion question 1, in Neal et al (2007: 145). Case study: Mobile TV a lifestyle choice? Neal et al (2007: 147).
- 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?
- Read the ABS Household Expenditure Survey, Australia, available in the session resources for workshop 1 and be prepared to discuss the data reported during the workshop.
- Using your understanding of this survey, answer discussion questions 2, 3 & 4 in Neal et al (2007: 410).
- 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.

Workshops 3—7

Student presentation and student-led learning activity. Discussion questions provided at the previous workshop.

Assignment Topics

Assignment 1

You will work in consultation with your lecturer to select an appropriate focus for your assignment that relates to the class topic for the week you are assigned. Assignment 1 has three components which consist of a class presentation and participative learning activity (group) and a subsequent research paper (individual). You will have two week's notice for preparation of the presentation and classroom activity.

Presentation (Group)

Due Date: Workshops 3 to 7

Length: 15 minutes approximately (the presentation and class activity are limited to 30 minutes)

Value: 10 marks

The presentation will be done by a group of students (**maximum** 3 students). It will involve explaining the background theory to your topic, presenting an overview of some research studies that have been conducted in order to explore it and outlining the major marketing implications of this research. It should not simply be a rehash of the previous week's lecture/seminar but should be focused on some issues raised in the lecture/seminar that you find interesting. You are expected to analyse and integrate *at least* 10 empirical/theoretical papers related to your topic and this should be the basis of your individual research paper. You should comment on the research aims, methodology and findings of the studies reviewed as well as providing comments which integrate all of the literature you have reviewed in order to draw some conclusions about the topic. You will need to provide a handout for the class that summarises the main points made in your presentation and lists the references you have used. Please supply the lecturer with a copy of your presentation slides, materials or other information that would aid marking. The presentation is worth 10 marks.

Class Participation Activity (Group)

Due Date: Workshop 3 to 7

Length: 15 minutes approximately (the presentation and class activity are limited to 30 minutes)

Value: 10 marks

In the second part of the presentation, you are required to facilitate a learning activity for your classmates that is related to your topic. The activity should help other students understand the topic better by getting them to participate in the application of ideas you raised in the first part of the presentation. You may like to consider using debates, case studies, focus groups, and other *participative* activities to achieve this. The learning activity is worth 10 marks.

Research Paper (Individual)

Due Date: One week after your presentation

Length: 2000 words maximum

Value: 25 marks

One week after completing your presentation (according to your scheduled slot), you will also need to submit a 2000 word written paper based on the research you have presented. This paper is a literature review which must be prepared using the School of Management referencing style. The paper does not have to cover all the work presented in the presentation and class activity and may have a much more focused approach demonstrating in-depth understanding of theory and how this influences marketing strategy and practice.

The written paper is worth 25 marks.

Marking criteria for each of the components of the seminar will be provided on MyLO and in Workshop 1.

Assignment 2

Short Papers (Individual)

Due Date: Fortnightly, workshops 2 to 7 unless you are doing a class presentation in that week.

Length: 200 words maximum

Value: 15 marks (3 x 5 marks each), 3 papers out of the possible 6 will be collected and marked

In each workshop you will be required to have a written 200 word answer to a question provided at the previous workshop. Only three of the possible seven answers will be collected for marking over the course of the semester with a maximum of 5 marks per paper. If you cannot submit a paper when called upon you will receive zero marks for that paper.

The three written paper are worth a total of 15 marks.

Study Schedule

Semester 1, 2009

Work-shop	Date	Text Chapters	Topics	Due Dates
1	28 February	1 2 & 3	Unit Overview & Introduction Buyer Decision Processes I	
2	14 March	4 & 5 12	Buyer Decision Processes II Segmentation & Demographics	
3	28 March	8 & 9 10	Internal Influences I: Perception & Learning Motivation, Personality & Emotion	Presentations Segmentation
4	18 April	11	Internal Influences II: Attitudes & Attitude Change	Presentations Motivation
5	2 May	13 14	External Influences I: Households Groups	Presentations Attitudes
6	16 May	15 16	External Influences II Social Class Culture	Presentations Households
7	30 May	18	Consumers & Society Unit Review and Exam Preparation	Presentations Class & culture

A Calendar/Study Planner showing dates is available from School of Management website at <http://www.utas.edu.au/mgmt/student.htm>.