Tasmanian School of Business and Economics

BMA262
CONSUMER BEHAVIOUR

Semester 2, 2018

Unit Outline

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CONTACT DETAILS

Unit coordinator

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CONTENTS

WHAT IS THE UNIT ABOUT?  2

UNIT DESCRIPTION  2

INTENDED LEARNING OUTCOMES  2

HOW WILL I BE ASSESSED?  3

ASSESSMENT SCHEDULE  3

ASSESSMENT DETAILS  3

WHAT LEARNING OPPORTUNITIES ARE THERE?  7

RESOURCES  7

ACTIVITIES  9

UNIT SCHEDULE  10

ACCREDITATION  11

AACSB ACCREDITATION  11
NOTICE

This Unit Outline refers to the *Unit Outline Essential Information* resource which includes information, policies and requirements relevant to this unit. **You must read the Essential Information resource as it is considered part of this Unit Outline.**

WHAT IS THE UNIT ABOUT?

**Unit description**

As consumers, we live in a constantly changing world, driven by fast-paced technological, social, cultural and economic developments, resulting in access to a wide array of new products and services. These rapidly changing social and market factors significantly affect our behaviours and purchase decisions. Consumer behaviour will continue to change over the next decade and will affect our consumption choices. For marketers, understanding how consumers behave helps them to identify and offer products and services that better satisfy consumers’ needs.

The focus of this unit is on providing you with a comprehensive introduction to theories and models that help explain consumer behaviour in different consumption contexts. The unit will help you to develop knowledge about the steps in the consumer decision-making process, and the internal and external factors (individual, social, and cultural) that influence consumers’ evaluation of marketing messages and subsequent purchase decisions. The unit will assist with your conceptual and theoretical learning of how nuances in consumer behaviour impact consumer decision making. The unit will help you to develop skills that enable the application of consumer behaviour knowledge to marketing strategy and tactics.

**Intended Learning Outcomes**

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

1. Explain the fundamental concepts and theories of consumer behaviour.
2. Identify and apply factors that influence consumer behaviour.
3. Apply knowledge of consumer behaviour in practice.
HOW WILL I BE ASSESSED?

Assessment schedule

<table>
<thead>
<tr>
<th>Assessment task</th>
<th>Date due</th>
<th>Percent weighting</th>
<th>Links to Intended Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment Task 1: Workshop assessment activities</td>
<td>Weekly</td>
<td>45%</td>
<td>1, 2, 3</td>
</tr>
<tr>
<td>Assessment Task 2: Group video lecture presentation and report</td>
<td>Video file due on Friday 21 September 12.00 pm Report due on Friday 5 October 12.00 pm</td>
<td>35%</td>
<td>1, 2, 3</td>
</tr>
<tr>
<td>Assessment Task 3: Final Exam</td>
<td>Exam Period</td>
<td>20%</td>
<td>1, 2, 3</td>
</tr>
</tbody>
</table>

Assessment details

Assessment task 1: Workshop Assessment Activities

This is a combination of individual and group assessment that involves participating in weekly in-class activities. It aims to enable you to identify and apply consumer behaviour concepts and theories to various marketing contexts. The assessment also assists in the development of skills for working in collaborative team environments to achieve the intended learning outcomes.

Workshop assessment activities are divided into three parts:

Activity 1: Group Presentation (20%)

Students will form groups of three or four. Each group will be allocated a topic in the first workshop. The groups will deliver a 25-minute presentation including class discussion of that topic. A summary report will accompany the presentation and be submitted. Every member of the group needs to participate in the delivery of the presentation. Assessment requirements and marking criteria will be discussed in the first workshop and posted on MyLO.
Distance students will complete this activity in a recorded video AND online-discussion format. More details about this assessment item and discussion format will be provided on MyLO.

**Activity 2: In-class Online Quizzes (20%)**

Activity 2 is an individual assignment. Every week during the workshop, you will take an online quiz designed to assess your knowledge of key concepts and theories covered in the recorded lectures and textbook chapters. The online quiz will be available on MyLO only during the workshop. You will have **15 minutes** to complete each quiz, and only **one (1) attempt** will be permitted. Overall, you will take **EIGHT (8)** individual online quizzes by the end of the semester. Each quiz contains 10 questions. These are self-marking quizzes, and you will know your result immediately. Feedback will be provided in the form of lecturer/tutor discussing the answers of online quizzes during the workshop. More details about this assessment item and the time at which it is released will be provided on the MyLO site.

Distance students will take online tests. You will have **15 minutes** to complete each quiz, and only **one (1) attempt** will be permitted. Overall, you will take **EIGHT (8)** individual online tests by the end of the semester. Each quiz contains 10 questions. The tests are self-marking, and you will know your result immediately. More details about this assessment item and the time at which it is released will be provided on the MyLO site.

**Activity 3: Class participation (5%)**

You must actively participate in in-class discussions. You will be required to complete a range of tasks, including discussion topics, case study analysis, scenario based activities and skill development activities. Completed tasks will be presented for discussion during the workshop. You must participate individually during the tasks. Details of the assessment will be provided on MyLO and will be discussed during the workshops.

**Note:** If you do not attend the week's workshop you will receive zero marks for your in-class activities 2 & 3 that week.
<table>
<thead>
<tr>
<th>Criterion</th>
<th>Measures Intended Learning Outcome:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Criterion 1</td>
<td>Recall and understand consumer behaviour concepts and theories</td>
</tr>
<tr>
<td>Criterion 2</td>
<td>Identify and apply relevant consumer behaviour concepts and theories to various marketing contexts</td>
</tr>
<tr>
<td>Criterion 3</td>
<td>Develop skills for working in collaborative team environments</td>
</tr>
</tbody>
</table>

**Task length**

- Activity 1: 25 minutes
- Activity 2: 15 minutes each quiz
- Activity 3: in-class during task discussions

**Date**

Weeks 2 - 13

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**Assessment task 2: Group Video Lecture and Report**

**Task description**

This assessment is a group video project. Student groups will create a video about one of the week’s lecture topics. To accomplish this, the group will complete the following two tasks.

**Task 1: Video presentation (15%)**

(a) The group will explain the assigned topic making sure they do not just repeat the lecture materials, but rather expand on those materials. To expand on the chosen lecture topic, student groups will have to do independent desk research of academic research articles and pick one interesting study that will help supplement the learning from the lecture topic. Student groups will accomplish this process in consultation with the lecturer/tutor. Register their chosen research article by submitting it to the MyLO drop-box called ‘research article register’. This task should be completed by the end of Week 4.

(b) Students will also add a real world example of an aspect of Consumer Behaviour theory from the related week’s lecture and chapter.
Note: The video should be no more than 5 minutes long. The video must be submitted on MyLO by the end of Week 9 (21 September 12.00pm). All groups will submit their video files on the same due date.

**Task 2: Written report (20%)**

(a) Following the video presentation students will submit a short written report (2,000 words ± 10%) on the assignment box in MyLO, together with a cover sheet.

(b) Each student will evaluate the contributions of their group members (not themselves) in Week 12 using a Peer Assessment Tool on the unit MyLO site.

Note: Students are encouraged to use collaborative document development platforms such as Google docs to ensure that all group members contribute to the task. Group work is assessed according to performance on the marking criteria which will be available on MyLO. The adjustment of individual marks from the group mean is based on peer evaluation of your performance and contribution to group work. The written report and peer evaluation must be submitted on MyLO before Friday 5 October 12.00 pm.

A detailed video project information guide including marking criteria for the video presentation and written report will be provided on MyLO.

<table>
<thead>
<tr>
<th>Criterion</th>
<th>Measures Intended Learning Outcome:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Criterion 1</td>
<td>Assessment criteria will be available on MyLO.</td>
</tr>
<tr>
<td>Task length</td>
<td>Video length: 5 minutes</td>
</tr>
<tr>
<td></td>
<td>Written report: 2,000 words ± 10%, excluding reference list and appendices.</td>
</tr>
<tr>
<td>Due by date</td>
<td>Video file: Friday 21 September 12.00 pm</td>
</tr>
<tr>
<td></td>
<td>Written report: Friday 5 October 12.00 pm</td>
</tr>
</tbody>
</table>
Assessment task 3: Final Exam

<table>
<thead>
<tr>
<th>Description / conditions</th>
<th>The final exam is worth 20 percent of the overall assessment. The exam is a closed book exam.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Criterion 1</td>
<td>Lecturer to discuss with students</td>
</tr>
<tr>
<td>Measures Intended Learning Outcome:</td>
<td>1, 2, 3</td>
</tr>
<tr>
<td>Duration</td>
<td>2 hours plus 15 minutes reading time</td>
</tr>
<tr>
<td>Date</td>
<td>The final exam is conducted by the Student Centre in the formal examination period. See the Examinations and Results page on the University’s website, or access your personal exams timetable by logging into the eStudent Centre - Personal Exams Timetable for specific date, time and location closer to the examination period.</td>
</tr>
</tbody>
</table>

WHAT LEARNING OPPORTUNITIES ARE THERE?

**Resources**

**Required readings**

You will need the following text:


**Recommended readings**


Journals and Periodicals:

- European Journal of Marketing
- Journal of Consumer Behaviour
- Journal of Consumer Research
- Psychology and Marketing
- Journal of the Academy of Marketing Science
- Journal of Product & Brand Management
- Australasian Marketing Journal
- Journal of Retailing & Consumer Services
- Journal of Services Marketing
- International Journal of Consumer Studies
- Journal of Sport Management
- Journal of Marketing
- Journal of Economic Psychology
- Journal of Marketing Research
- Electronic Markets
- Internet Research
- Journal of Advertising
- Journal of Advertising Research
- Journal of Consumer Affairs
- Journal of Business Research
- Journal of Fashion Management & Marketing
- Journal of Consumer Marketing
- Journal of Consumer Policy
- Journal of Consumer Psychology
- Journal of International Consumer Marketing
- Journal of Public Policy and Marketing
- Journal of Asia Pacific Marketing & Logistics

Online Research Firms

Forrester Research: www.forrester.com
MarketResearch.com: www.marketresearch.com/
Gartner Group: www.gartner.com
comScore Media Metrix: www.comscore.com
O'Reilly: www.oreilly.com

Reading Lists

Reading Lists provide direct access to all material on unit reading lists in one place. This includes eReadings and items in Reserve. You can access the Reading List for this unit from the link in MyLO, or by going to the Reading Lists page on the University Library website.
Activities

Details of teaching arrangements

This unit consists of 13 workshops held weekly throughout the semester. Each workshop takes two (2) hours. Pre-recorded lecture videos will be put on MyLO each week. Prior to coming to the workshop, you are required to have reviewed the chapter(s) from the prescribed textbook, listened to the lecture videos, and prepared for the workshop exercises, as specified in the ‘Workshop Schedule’ for the respective week. The workshop consists of in-class activities by students (applicable for the week) and interactive discussion of workshop exercises and assessments. Please note that the face-to-face workshops will not be recorded. Also, one part of the workshop time will be allocated for providing feedback on assessment items or any other learning issues you may have.

For distance students, online workshops will be held in ‘Online Sessions’ on MyLO. The timing of workshops will be arranged by the lecturer and announced accordingly. The online sessions will focus on workshop exercise discussion, assessment items, and providing feedback on assessment items or any other learning issues students may have. To participate in online workshops, distance students will need internet access, head-sets, and a microphone.

You should note that these sessions do not cover all there is to learn about the topic area. You will need to study further by sourcing and reviewing additional readings relevant to the topic available in the books and journals suggested under “Recommended Readings.” Similarly, it is not possible to cover in sessions all the material contained in the prescribed text. However, all material in the prescribed text forms the subject matter of discussion in the sessions and may be subject to assessment. It is expected that you review the learning material (e.g., lecture slides, text book, and additional required readings) relevant to the corresponding topic prior to attending the session.

Specific attendance/performance requirements

In this unit, your active engagement will be monitored in the following way:

1. Attending scheduled lectures and tutorials
2. Actively participating tutorial activities

If you do not demonstrate evidence of having engaged actively with this unit by completing these two activities by Week 4 of semester, your enrolment may be
cancelled or you may be withdrawn from the unit.

### Unit schedule

<table>
<thead>
<tr>
<th>WEEK</th>
<th>DATE BEGINNING</th>
<th>TOPIC/ MODULE/ FOCUS AREA</th>
<th>ACTIVITIES</th>
<th>RESOURCES/ READINGS/ FURTHER INFORMATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>16 July</td>
<td>Introduction to consumer behaviour and consumer decision processes</td>
<td>Workshop</td>
<td>Ch.1 &amp; 2</td>
</tr>
<tr>
<td>2</td>
<td>23 July</td>
<td>Consumer decision processes 1</td>
<td>Workshop &amp; Assessment 1</td>
<td>Ch.3 &amp; 4</td>
</tr>
<tr>
<td>3</td>
<td>30 July</td>
<td>Consumer decision processes 2</td>
<td>Workshop &amp; Assessment 1</td>
<td>Ch.5 &amp; 6</td>
</tr>
<tr>
<td>4</td>
<td>6 August</td>
<td>Consumer decision processes 3</td>
<td>Workshop &amp; Assessment 1</td>
<td>Ch. 6 &amp; 7</td>
</tr>
<tr>
<td>5</td>
<td>13 August</td>
<td>Perception</td>
<td>Workshop &amp; Assessment 1</td>
<td>Ch. 8</td>
</tr>
<tr>
<td>6</td>
<td>20 August</td>
<td>Learning and memory</td>
<td>Workshop &amp; Assessment 1</td>
<td>Ch. 9</td>
</tr>
<tr>
<td>7</td>
<td>27 August</td>
<td>Motivation, personality and emotion</td>
<td>Workshop &amp; Assessment 1</td>
<td>Ch. 10</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Mid-semester break (Monday 3 September – Friday 7 September inclusive)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>10 September</td>
<td>Attitudes and attitude change</td>
<td>Workshop &amp; Assessment 1</td>
<td>Ch. 11</td>
</tr>
<tr>
<td>9</td>
<td>17 September</td>
<td>Segmentation and demographics; Social stratification</td>
<td>Workshop &amp; Assessment 1 Assessment 2 video file due 21 September 12 pm</td>
<td>Ch. 12 &amp;15</td>
</tr>
<tr>
<td>10</td>
<td>24 September</td>
<td>Family influences</td>
<td>Workshop &amp; Assessment 1</td>
<td>Ch. 13</td>
</tr>
<tr>
<td>11</td>
<td>1 October</td>
<td>Group influences and communication</td>
<td>Workshop &amp; Assessment 1 Assessment 2 report due 5 October 12 pm</td>
<td>Ch. 14</td>
</tr>
<tr>
<td>12</td>
<td>8 October</td>
<td>Culture and cross-culture</td>
<td>Workshop &amp; Assessment 1</td>
<td>Ch. 16</td>
</tr>
<tr>
<td>13</td>
<td>15 October</td>
<td>Unit Review</td>
<td>Workshop &amp; Assessment 1</td>
<td></td>
</tr>
</tbody>
</table>

**Examination Period: Saturday 27 October to Tuesday 13 November (inclusive)**

UNIVERSITY of TASMANIA

Page 10

BMA262

Consumer Behaviour
The Tasmanian School of Business and Economics (TSBE) is currently in the process of applying for business accreditation with the Association to Advance Collegiate Schools of Business (AACSB) – the lead program for accrediting business schools globally. AACSB seeks to connect educators, students, and business to achieve a common goal – to create the next generation of business leaders.

By joining AACSB and going through the accreditation process, TSBE is joining a global alliance committed to improve the quality of business education around the world, and to share the latest innovations in business education. Gaining Business Accreditation with AACSB is a multi-year process involving TSBE demonstrating our performance against the 15 accreditation standards.

Once complete, TSBE will join a select community of accredited business schools, with only 7% of all business schools globally having completed the AACSB process. This will further enhance the reputation of TSBE, and further enhance the global recognition of your qualifications. To find out more about AACSB click [here](#).