



Introduction

Welcome

In this course you'll learn a lot about buying behaviour and how marketers study and model buying behaviour. We have worked hard to develop content that is very different from the traditional University consumer behaviour courses that often focus on psychological theories. Often these types of theories are unsubstantiated and provide a weak foundation for marketing managers to make informed decisions. Instead we'll cover some real facts about buying behaviour based on insights from decades of empirical research. We'll learn about empirical patterns that generalise over known conditions. You'll also become familiar with some empirically grounded theories that predict and explain patterns in buying behaviour.

Keep an open mind and be prepared for some hard intellectual work. You'll be rewarded with some exciting new insights - things that some practicing marketers still don't know.

All the best for the study period ahead!

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Course Coordinator

Course Teaching Staff

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* Please refer to your Course homepage for the most up to date list of course teaching staff.

School Contact Details

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Course Overview

Prerequisite(s)

Individual Compulsory Courses

MARK 1010 Marketing Principles: Trading and Exchange

Prerequisite Comments

MARK 1010 Marketing Principles: Trading and Exchange may be taken prior to or concurrently with MARK 1008 Consumer Behaviour.

Corequisite(s)

There are no corequisite courses to be completed in conjunction with this course.

Course Aim

To familiarise students with the concepts of individual consumer behaviour, and to acquaint students with applications of these concepts in the market place.

Course Objectives

On completion of this course, students should be able to:

CO1. Describe key aspects of consumer behaviour and market segmentation

CO2. Describe the complexities of consumer decision making processes

CO3. Apply a number of widely generalised consumer behaviour models

CO4. Assess the value of scientific investigation of consumer behaviour issues

CO5. Apply consumer behaviour theory to practical marketing problems

CO6. Demonstrate Business School Enterprise Skills in the context of the Marketing discipline: Problem Solving (foundation level)

Upon completion of this course, students will have achieved the following combination of Graduate Qualities and Course Objectives:

Graduate Qualities being assessed through the course							
	GQ1	GQ2	GQ3	GQ4	GQ5	GQ6	GQ7
CO1	•					•	
CO2	•					•	
CO3	•	•	•	•		•	
CO4	•	•	•	•		•	
CO5	•	•	•	•		•	
CO6			•				

Graduate Qualities

A graduate of UniSA:

GQ1. operates effectively with and upon a body of knowledge of sufficient depth to begin professional practice

GQ2. is prepared for life-long learning in pursuit of personal development and excellence in professional practice

GQ3. is an effective problem solver, capable of applying logical, critical, and creative thinking to a range of problems

GQ4. can work both autonomously and collaboratively as a professional

GQ5. is committed to ethical action and social responsibility as a professional and citizen

GQ6. communicates effectively in professional practice and as a member of the community

GQ7. demonstrates international perspectives as a professional and as a citizen

Course Content

Consumer behaviour theories; empirical generalisations; customer loyalty; memory and mental availability (brand salience); patterns in belief and attitude data; influences on purchasing behaviour; segmentation; customer satisfaction/service quality; word of mouth recommendation; motivations; perceptions.

Teaching and Learning Arrangements

Preparatory	1 x 1 week
Lecture	2 hours x 10 weeks
Tutorial	1 hour x 10 weeks

Unit Value

4.5 units

Use of recorded material

This course will involve the production of audio and/or video recordings of UniSA students. To protect student privacy, you must not at any time disclose, reproduce or publish these recordings, or related material, in the public domain including online, unless the videoed students give consent for reproduction, disclosure or publication. This requirement is consistent with University statutes, by-laws, policies, rules and guidelines which you agreed to abide by when you signed the Student Enrolment Declaration.

Further Course Information

PREPARATORY WEEK

Students are required to do some preparation prior to attending the lecture in Week 1. You will need to watch the Prep Week recordings and complete the required readings. Please see the Welcome/ Prep Week tab on the course website for all details.

We will NOT cover any introductory or course structure/ admin material in Week 1.

Learning Resources

Textbook(s)

There are no textbooks listed for this course.

Reference(s)

Sharp, B. (2013) Marketing: Theory, Evidence, Practice, Oxford University Press.

East, R., Singh, J., Wright, M. and Vanhuele, M. (2017) Consumer Behaviour: Applications in Marketing, 3rd Edition, Sage

Sharp B (2015) How Brands Grow: What Marketers Don't Know, Oxford University Press

Romaniuk J & Sharp B (2015) How Brands Grow: Part 2, Oxford University Press

Materials to be accessed online

learnonline course site

All course related materials can be accessed through your learn**online** course site which you will be able to access from the my Courses section in myUniSA.

myUniSA

All study related materials can be accessed through: <https://my.unisa.edu.au>

Assessment

Assessment Details

Details of assessment submission and return are listed under each assessment task. Assessment tasks will be returned to you within two to three weeks of submission.

Cover sheets

A cover sheet is not required for assessment tasks submitted via learnonline, as the system automatically generates one.

If the Course Coordinator allows submissions in hard copy format, you will be required to attach an Assignment Cover Sheet which is available on the learnonline student help (<https://lo.unisa.edu.au/mod/book/view.php?id=1843&chapterid=567>) and in myUniSA.

Assessment Summary

#	Form of assessment	Length	Duration	Weighting	Due date (Adelaide Time)	Submit via	Objectives being assessed
1	Assignment	2000 words maximum	N/A	30%	14 Oct 2019, 11:00 PM	learnonline	CO1, CO2, CO4, CO5, CO6
2	Continuous assessment	N/A	N/A	20%	PART A-3 weeks of tutorial answers collected randomly throughout the study period. PART B-Tutorial tests in weeks 5, 7 & 9.	In person	CO1, CO2, CO4
3	Examination	N/A	2.5 hours	50%	Other - TBA	learnonline	CO1, CO2, CO3, CO4, CO5

Feedback proformas

The feedback proforma is available on your course site.

Assessments

Assignment (Graded)

Congratulations! You have recently been appointed as the Marketing Coordinator at Mars Incorporated Australia. Mars Inc. is a leading consumer goods company, providing products to local and international markets in the Food, Confectionary and Petcare categories. Your role is within the Petcare division, specifically focusing on the Cat Food category. Mars owns cat food brands such as Whiskas and Dine.

Your Marketing Director is also new to his role and has commissioned some market research to collect data on people's cat food buying behaviour. As you are a recent Marketing graduate from UniSA, he asks that you analyse and interpret the data and share your insights with the department.

Your Marketing Director has given you a list of specific questions that he wants answered. Prepare a 2000-word report that addresses the questions in the study guide.

This assignment focuses on analysis and discussion of data. You are required to answer all questions and write an executive summary. This assignment has a 2000 word limit.

The criteria for marking this assignment will be based on:

- Providing a clear and concise executive summary
- Adequate answering of each question with reference to readings
- Quality of the written work, clarity of expression and clear report structure
- Comprehensive range of references used in the report, including coverage of provided readings and adequate level of other relevant materials
- Referencing where appropriate within text and proper use of reference list

Assignment submission is via learnonline by the specified due date and time.

Full details about this assignment can be found in the study guide.

Return of Assignment:

Individual feedback for the assignment will normally be provided to students within 10 to 15 working days following the due date of the assignment submission. See section 1.4 of the Assessment Policies and Procedures Manual (APPM), which can be found at <http://w3.unisa.edu.au/policies/manual/>.

Continuous assessment (Graded)

You will be assessed in two different ways via continuous assessment throughout the study period, i.e. tutorial answers and tests.

PART A – Tutorial Answers

Each week, starting from week 2, you will be required to complete answers to a series of tutorial questions. These are to be completed prior to the tutorial with further discussion from students and tutors provided in the tutorials. On three randomly selected weeks, you will need to hand up your answers to your tutor in the tutorial for marking. Each of these three submissions is worth 4% of your final grade. The randomly selected weeks will vary for each tutorial.

Students can find all tutorial questions and exercises in the study guide.

PART B – Tests

In weeks 5, 7 and 9, along with tutorial questions, there will also be tutorial tests that cover material in the previous weeks. These tests will comprise of a combination of multiple-choice and short answer questions. The duration of the tests will be 20 minutes and will be held in the last 20 minutes of the tutorial. This is a 'closed book' exercise meaning that no notes will be able to be used to help students answer the questions. Each test will cover specific lecture material as outlined below.

- Tutorial Test 1 (held in week 5) will assess lecture material from weeks 1, 2 and 3
- Tutorial Test 2 (held in week 7) will assess lecture material from weeks 4 and 5
- Tutorial Test 3 (held in week 9) will assess lecture material from weeks 6, 7 & 8

The best two grades obtained out of the three tests will contribute 4% each towards your final grade, accounting for 8% in total.

Submission of Continuous Assessment:

This is a weekly assessment that needs to be submitted to your tutor in class. Please see the study guide for weekly tasks and due dates.

Return of Continuous Assessment:

Tutorial questions which are submitted for assessment and tutorial tests will be marked and returned to

students within seven working days.

Examination

Please note the below changes for your exam duration in response to the COVID-19 situation.

Duration: The examination will be of the same length as currently set for the course, with an additional hour to make provision for reading, as well as any technical requirements, system access and upload and download requirements.

THIS AMENDMENT DOES NOT AFFECT STUDENTS WHO HAVE SUCCESSFULLY COMPLETED ALL ASSESSMENT IN THE COURSE AND WHOSE GRADE HAS BEEN FINALISED.

PLEASE NOTE: it is the student's responsibility to make sure they are available at the scheduled time of the examination.

The exam will assess all material covered in the lectures throughout the study period.

Sample exam questions will be made available via the course homepage later in the study period. No past exam papers will be provided to students.

No electronic aids (i.e. calculators, laptops, tablets, phones etc.) are permitted in the examination. This is a closed book exam (i.e. notes, books etc. are **not** allowed to be used).

University policy allows extra time, use of a bilingual print dictionary and other variations to exams as required in certain circumstances for ENTEXT eligible students (i.e. students with disabilities and students of non-English speaking background). Students may apply to defer or receive special consideration for examinations in certain circumstances, such as bereavement or illness. Application forms are available at: <http://i.unisa.edu.au/campus-central/Student-Forms/>.

Submission and return of assessment tasks

Please see assessment details above.

Exam Arrangements

Students will receive advance notice of scheduled examination. All students are required to sit their examination at the scheduled date, time and location irrespective of any conflict with a planned holiday or special event. Internal students are required to sit their examination on-campus or at the central exam venue. More information about examination procedures and arrangements for students can be found by consulting the relevant policy <http://i.unisa.edu.au/policies-and-procedures/codes/assessment-policies/> (Section 6)

Variations to exam arrangements

Extra time in exams and the use of a dictionary (ENTEXT) is available to some students (for example, Aboriginal peoples and those of non-English speaking background) as follows:

- extra time for reading or writing. This will be an extra ten minutes per hour for every hour of standard examination time, and
- the use of an English language or bilingual print dictionary (without annotations). (APPM 7.2.2)

More information about variation to assessment is available in section 7.2 of the Assessment Policy and Procedures Manual. <http://i.unisa.edu.au/policies-and-procedures/codes/assessment-policies/> (section 7)

Students with an Access Plan may also be eligible for variations to exam arrangements. For more information please refer to **Students with disabilities or medical conditions**.

Additional Exam Information

IMPORTANT – PLEASE READ: ONLINE EXAMS IN LEARNONLINE

Please disregard the exam arrangements and variations to exam arrangements information provided in the preceding sections. These details have changed in response to the COVID-19 situation. Please find the relevant information below.

In acknowledgement of the varied circumstances of online exams in learnonline, all students will have an additional one hour to complete the exam. This is inclusive of extra time for reading or writing in exams (ENTEXT).

ENTEXT students will also be permitted the use of an English language or bilingual print dictionary (without annotations). (APPM 7.2.2)

More information about variation to assessment is available in section 7.2 of the Assessment Policy and Procedures Manual. <http://i.unisa.edu.au/policies-and-procedures/codes/assessment-policies/> (section 7)

THIS AMENDMENT DOES NOT AFFECT STUDENTS WHO HAVE SUCCESSFULLY COMPLETED ALL ASSESSMENT IN THE COURSE AND WHOSE GRADE HAS BEEN FINALISED.

Supplementary Assessment

Supplementary assessment or examination offers students an opportunity to gain a supplementary pass (SP) and is available to all students under the following conditions unless supplementary assessment or examination has not been approved for the course:

1. if the student has achieved a final grade between 45-49 per cent (F1) in a course
2. if a student who has successfully completed all of the courses within their program, with the exception of two courses in which they were enrolled in their final study period, a supplementary assessment or examination may be granted where the final grade in either or both of these courses, is less than 45 percent (F1 or F2) and all assessments in the courses were attempted by the student. Supplementary assessment will not be available for a course under investigation for academic integrity until the investigation is completed, and determined that it did not constitute academic misconduct.

More information about supplementary assessment is available in section 7.5 of the Assessment Policy and Procedures Manual.

<http://i.unisa.edu.au/policies-and-procedures/codes/assessment-policies/>

Important information about all assessment

All students must adhere to the University of South Australia's policies about assessment:

<http://i.unisa.edu.au/policies-and-procedures/codes/assessment-policies/>.

Additional assessment requirements

- To obtain a pass grade overall students will normally need to achieve at least 40% in the final examination

Students with disabilities or medical conditions

Students with disabilities or medical conditions or students who are carers of a person with a disability may be entitled to a variation or modification to standard assessment arrangements. See Section 7 of the Assessment Policy and Procedures Manual (APPM) at: <http://i.unisa.edu.au/policies-and-procedures/codes/assessment-policies/>

Students who require variations or modifications to standard assessment arrangements should make contact with their Course Coordinator as early as possible in order to ensure that appropriate supports can be implemented or arranged in a timely manner.

Students can register for an Access Plan with UniSA Access & Inclusion Service. It is important to make contact early to ensure that appropriate support can be implemented or arranged in a timely manner. See the Disability Hub for more information: <http://www.unisa.edu.au/Disability/Current-students>

Students are advised there is a deadline to finalise Access Plan arrangements for examinations. Further information is available at: http://i.unisa.edu.au/campus-central/Exams_R/Before-the-Exam/Alternative-exam-arrangements/

Deferred Assessment or Examination

Deferred assessment or examination is available for the course.

Special Consideration

Special consideration is available for this course. Note: Special consideration cannot be granted for a deferred assessment or examination, or a supplementary assessment or examination. APPM 7.7.6

Variations to assessment tasks

Variation to assessment methods, tasks and timelines may be provided in:

Unexpected or exceptional circumstances, for example bereavement, unexpected illness (details of unexpected or exceptional circumstances for which variation may be considered are discussed in clauses 7.8 - 7.10 of the Assessment Policy and Procedures Manual). Variation to assessment in unexpected or exceptional circumstances should be discussed with your course coordinator as soon as possible.

Special circumstances, for example religious observance grounds, or community services (details of special circumstances for which variation can be considered are discussed in clause 7.11 of the Assessment Policy and Procedures Manual). Variations to assessment in expected circumstances must be requested within the first two weeks of the course (or equivalent for accelerated or intensive teaching).

Students with disabilities or medical conditions please refer to **Students with disabilities or medical conditions**.

Academic Integrity

Academic integrity is the foundation of university life and is fundamental to the reputation of UniSA and its staff and students. Academic integrity means a commitment by all staff and students to act with honesty, trustworthiness, fairness, respect and responsibility in all academic work.

An important part of practising integrity in academic work is showing respect for other people's ideas, and being honest about how they have contributed to your work. This means taking care not to represent the work of others as your own. Using another person's work without proper acknowledgement is considered Academic Misconduct, and the University takes this very seriously.

The University of South Australia expects students to demonstrate the highest standards of academic integrity so that its degrees are earned honestly and are trusted and valued by its students and their employers. To ensure this happens, the University has policies and procedures in place to promote academic integrity and manage academic misconduct. For example, work submitted electronically by students for assessment will be examined for copied and un-referenced text using the text comparison software Turnitin <http://www.turnitin.com>.

More information about academic integrity and what constitutes academic misconduct can be found in Section 9 of the Assessment Policies and Procedures Manual (APPM): <http://i.unisa.edu.au/policies-and-procedures/codes/assessment-policies/>. The Academic Integrity Module explains in more detail how students can work with integrity at the University: <https://lo.unisa.edu.au/mod/book/view.php?id=252142>

Further Assessment Information

All assessment items with due dates and percentages to be achieved are set out above. This information allows students to plan the time wisely in order to achieve the assessment objectives and to liaise with the Course Coordinator should there be any concerns.

Request for an extension to assignment due date

Consistent with University policy (see section 7.3 of the Assessment Policies and Procedures Manual, which can be found at <http://w3.unisa.edu.au/policies/manual/>). Students seeking an extension of time to complete assessment items should be aware that in this course no extensions will be granted unless unexpected or exceptional circumstances apply.

We will only consider an extension if supporting documentation (i.e. medical certificate or letter from a counsellor) is provided, in strict compliance with the UniSA Assessment Policies and Procedures Manual, in particular sections 7.8 to 7.11.

Students must lodge an application for an extension via the learnonline course site before the due date for the assessment task, and attach supporting documents. Students may be asked for justification of the impact of their circumstances on their academic participation. The course coordinator will respond via the learnonline course site, normally within two working days. All correspondence will be stored within learnonline.

Action from previous evaluations

Following School of Marketing guidelines, students will be asked to complete a questionnaire at the end of the study period to enable course and staff evaluation. The feedback is taken seriously within the School, being reviewed by the Head of School, Program Director and relevant teaching staff at the end of the study period.

In keeping with the feedback from previous student evaluations, this study period contains more interesting and 'problem-based' tutorials, a report rather than an essay for the assignment and more interactive activities in the lectures.

Unplanned learnonline outages (text version)

The information below show the suggested alterations/considerations for assessment items and exam dependent on the duration of the unplanned outage.

less than 1 hour outage. No impact on either assessment or examination

1 to 4 hour outage. Assessment - Consider an extension. **Examination** - No impact.

4 to 24 hour outage. Assessment - 24 hour extension. **Examination** - Be mindful of outage when marking.

Over 24 hour outage. Assessment - 48 hour extension. **Examination** - Be mindful of outage when marking.

Course Calendar

Study Period 5 - 2019

	Weeks	Topic	Tutorial	Assessment Details (Adelaide Time)	Weekly Readings
	05 - 11 August	Preparatory Week	There is no lecture or tutorial in Prep Week. Students are required to complete some preparation activities this week. See the 'Welcome/Prep Week' tab on the course website for all details.		Reading 1: Sharp 2013, Ch 2, pgs 32-38
1	12 - 18 August	Understanding Consumer Behaviour: Cognitivism and Behaviourism Empirical Generalisation Data Reduction	There are no answers due in your tutorial this week		Reading 2: East, Singh, Wright & Vanhuele 2017, Ch 1 Reading 3: Uncles & Wright 2004 Reading 4: Ehrenberg 1998
2	19 - 25 August	Interpreting Brand Performance Measures Customer Loyalty	Week 2 answers are due in your tutorial		Reading 5: East, Singh, Wright & Vanhuele 2017, Ch 2 Reading 6: Sharp, Wright, & Goodhardt 2002 Reading 7: Sharp 2013, Ch 2, pgs 38 to 46

3	26 August - 1 September	Patterns in Repeat Buying 1	Week 3 answers are due in your tutorial	Reading 8: Anschuetz 1997 Reading 9: East, Singh, Wright & Vanhuele 2017, Ch 4
4	02 - 8 September	Patterns in Repeat Buying 2	Week 4 answers are due in your tutorial	Reading 10: Ehrenberg, Uncles & Goodhardt 2004 Reading 11: Kennedy & McColl 2012
5	09 - 15 September	Memory and Mental Availability	Tutorial Test 1	Reading 12: Romaniuk & Sharp 2015, Ch 4
6	16 - 22 September	Influences on Purchasing Behaviour: Culture, Demographics, Social Class, Geographic, Geodemographics. Treating Customers Differently: Segmentation Brand User Profiles Seldom Differ	Week 6 answers are due in your tutorial	Reading 13: Wright & Esslemont 1994 Reading 14: Kennedy & Ehrenberg 2001 Reading 15: Uncles, Kennedy, Nenycz-Thiel & Singh 2012
	23 - 29 September	Mid-break		
	30 September - 6 October	Mid-break		
7	07 - 13 October	Attitudes and Behaviour	Tutorial Test 2	Reading 16: Dall'Olmo Riley, Ehrenberg, Castleberry, Barwise & Barnard 1997 Reading 17: Romaniuk, Bogomolova & Dall'Olmo Riley 2012
8	14 - 20 October	Word of Mouth Recommendation Customer Satisfaction	Week 8 answers are due in your tutorial	Assignment due 14 Oct 2019, 11:00 PM Reading 18: Nguyen, East & Romaniuk 2013

9	21 - 27 October	Store Choice Shopper Behaviour	Tutorial Test 3	Reading 19: Sorenson 2009, Introduction Reading 20: Sharp 2013, Ch 8
10	28 October - 3 November	Guest Lecture	Week 10 answers are due in your tutorial	No reading
	04 - 10 November	Swot-vac		
	11 - 17 November	Exam week		
	18 - 24 November	Exam week		