



BUSINESS SCHOOL
Te Kura Pakihi

Department of Marketing Te Mātauranga Tokoka

SEMESTER TWO 2023

MART464 Consumer Behaviour

Paper Description and Aims

This paper provides students with an advanced understanding of consumer behaviour. Students will be provided with an opportunity to critically explore the application of consumer marketing theories to contemporary consumer behaviour topics on sustainable consumption.

Semester Two

0.1667 EFTS

20 points

Teaching Staff

Paper Coordinator

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Lecturer

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You should contact the paper coordinator with any administrative enquiries about the paper.

All requests for late submissions of assignments should be addressed to Dr Mathew Parackal

Email: mathew.parackal@otago.ac.nz

Expectations for Staff Response Time to Email Enquiries – 9am to 5pm, Monday to Friday, email response will generally be within 48 hours. Please be aware that staff are not available to respond to emails between 5pm Friday and 9am Monday.

Paper Delivery

Lecture Day/Time: **Tuesday 12:00-2:00pm**

Room: Please refer to your eVision timetable.

Students must attend **seminars** as per the course calendar.

The course involves a mixture of lecture led and student led seminars.

Class participation and discussion are considered integral components of the learning experience. There is a strong expectation that students will engage in class discussions in an informed way.

Calendar The calendar (in this outline) details scheduling information. Note that this calendar may change as the paper proceeds. Any changes will be announced at lectures and be detailed on Blackboard.

Students are expected to prepare for and attend all classes to gain full benefit from the course

These activities should be prepared for by reviewing information detailed on Blackboard and completing any assigned readings. Students unable to attend a lecture are expected to catch up on missed material. Unless stated otherwise, all aspects of the course are examinable.

Expectations and Workload

MART464 is a 20-point paper. As a general guide, 1 point represents study in formal instruction or independent study for 12 hours, made up of a combination of lectures, laboratories, tutorials assignments and readings. As a result, you should anticipate spending approximately 240 hours on this subject over the duration of the semester.

Calendar

Week	Week Commencing*	Topic	Reading
1	10 July	Introduction Micro: Lifestyles and values (LW)	TBA
2	17 July	Micro: Personality Theories of CB (KR)	TBA
3	24 July	Social Marketing: Focus on Sustainability (KR)	TBA
4	31 July	Contemporary Topic and Discussion: Topic: Social Marketing and Sustainability	TBA
5	7 August	Lit review and Netnography (KR)	TBA
6	14 August	Contemporary Topic and Discussion: Topic: Food waste and Healthy / Sustainable Food Consumption	TBA
7	21 August	Contemporary Topic and Discussion: Up-cycling, sustainability, and fashion	TBA
28th August to 1st September Mid Semester Break			
8	4 September	Macro influences: Sustainable Consumption (LW)	TBA
9	11 September	The Past and Future of Consumption (LW)	TBA
10	18 September	Contemporary Topic and Discussion: Environmental Consumption	TBA
11	25 September	Contemporary Topic and Discussion: Anti-Consumption	TBA
12	2 October	Contemporary Topic and Discussion: Sharing Economy	TBA
13	9 October	EXAM	TBA

*** First week of Semester 2 is ACADEMIC WEEK 28**

Lectures end Friday 13 Oct

University Exam Period Second Semester Begins Wednesday 18 October

Ends Saturday 11 November

Assessment

All material presented is examinable (except where stated otherwise) by assignments and the final examination. All-important assessment information such as due dates and times, content, guidelines and so on will be discussed at lectures and, where appropriate, detailed on Blackboard. *Students are responsible for ensuring that they are aware of this information, keeping track of their own progress, and catching up on any missed classes.*

Assessment	Due date	% of final grade	Requirements to pass this paper
Topic Presentation	4 weekly presentations from a choice of six	40%	In order to pass this paper, students must complete all pieces of assessment and obtain an overall result of 50% or more for the paper.
Netnography Project	Week of 18 th Sep	30%	
Exam	Week of 9 th Oct	30%	

Paper Requirements

In order to pass this paper, students must complete all pieces of assessment and obtain an overall result of 50% or more for the paper.

Assessment Format

Student Presentations: Students will be asked to critically summarise and present to the class on one assigned reading related to the class discussion topic. 10% is awarded for each of the 4 topics (total 40%).

Netnography: Students will work in pairs to investigate a contemporary topic using netnography (30%).

Final Exam: The final exam will be essay style questions which cover material from lectures, readings, assignments and class discussion (30%).

Student Presentations (40%)

TASK

Provide an overview of an assigned article and develop questions for discussion. You need to critically evaluate the research, pointing out strengths, weaknesses, and opportunities for additional research. Consider substantive, conceptual, and methodological contributions and limitations. Try to think of one or two possible extensions for further research, implications of the research above and beyond academia, and discussion questions for the class.

10-minute presentation, using power point, plus two minutes for discussion.

There will be a twenty-minute reflection at the end of the class to draw together what we have learnt about the topic, from the pertinent literature.

In developing your presentation, please consider the below:

- Explain **the problem**/issue the paper is addressing?
- Explain the significance of the problem?
 - Explain how the authors developed their research gap – for instance, what were the main papers the authors drew on to argue for the need for their research.
- Explain the method the authors used to answer their research question.
 - Critique the extent to which the measurements were **accurate and valid**.
- Describe and explain the findings of the research.
 - Critique the **accuracy of the data analysis**.
- Explain the conclusions of the paper?
- Critique the extent to which the **conclusions are consistent with the evidence and arguments presented?**
- Explain what the research **adds to the subject area / what is its contribution?**
- Describe the implications of the research identified by the authors.
- Your own insights into the implications of the research, above and beyond academia?
- What are the **strengths and limitations** of the research, as identified by the authors?
- What areas for further research were identified by the authors?
- Identify **two extensions for a new research study**
- **Raise two stimulating questions for the class to discuss.**

Marking Guide

	Exemplary	Good	Adequate	Unsatisfactory
Explain the problem and the significance of the problem by clearly articulating how the authors justified the research gap	Exemplary explanation of the significance of the problem	Good explanation of the significance of the problem	Adequate explanation of the significance of the problem	Unsatisfactory explanation of the significance of the problem
Explain the method and results; critique the measurements and findings for accuracy and validity	Exemplary explanation and critique of the method and results	Good explanation and critique of the method and results	Adequate explanation and critique of the method and results	Unsatisfactory explanation and critique of the method and results
Explain the conclusions and what the research adds	Exemplary explanation of the conclusions and the	Good explanation of the conclusions and the	Adequate explanation of the conclusions and the	Unsatisfactory explanation of the conclusions and the

to the subject area / what is its contribution	contribution in the area	contribution in the area	contribution in the area	contribution in the area
Provide your own insights into the implications of the research, above and beyond academia	Exemplary insight shown into the implications of the research	Good insight shown into the implications of the research	Adequate insight shown into the implications of the research	Unsatisfactory insight shown into the implications of the research
Your ideas on two extensions for a new research study	Extension ideas exemplary, feasible, and insightful	Extension ideas thoughtful and feasible	2 extension ideas	Extension ideas not feasible, thoughtful
Raise two stimulating questions for the class to discuss.	Discussion questions exemplary resulting in robust discussion / debate	Discussion questions good resulting in discussion	Discussion questions adequate resulting in some discussion	Discussion questions inadequate resulting in little discussion
Presentation Verbal and PowerPoint	Exemplary slides / Clear and fluent verbal presentation	Good slides / Good verbal presentation	Adequate slides / adequate verbal presentation	
Timing	Presentation 10 minutes.	Presentation slightly over / under 10 minutes	Presentation more than a minute over / under 10 minutes	Presentation more than two minutes over / under 10 minutes

Netnography project

Completed in pairs. Worth 30%

Task

Investigate a contemporary consumer behaviour topic within the area of environmental sustainability using netnography

Written Report

- Literature review and argument development
- Method - Describe your method and thematic analysis
- Results – Present your findings
- Discussion – Discuss your findings
- Recommendation - Suggest policy recommendations for policy regulation, social marketing or changing consumer behaviour, based on your findings

Further instructions, and a marketing rubric will be provided during lecture.

Referencing Style

For this paper the referencing style is *APA*. Style guides are available on the University Library website: <https://www.otago.ac.nz/library/referencing/index.html>

Late Assignments

The standard late penalty shall be 5% of the maximum mark per day late or part thereof.

For example, assignments received up to 24 hours after the deadline will have 5% deducted from the available grade for the piece of assessment (i.e. a 78% becomes a 73%). Assignments received between 24 - 48 hours after the deadline will have 10% marks deducted from the available grade (i.e 78% becomes 68%). An additional 5% penalty will be applied for every day late. Assignments submitted after seven days of the deadline, or after feedback is returned if this is less than seven days, will not be marked.

All penalty timeframes are inclusive of weekends, public holidays and university semester breaks and closure times.

Group Work

If you group is experiencing difficulties, please refer to the *Department of Marketing Student Guide*, which is available under the paper information tab on Blackboard.

Learning Outcomes

Learning Outcome	Topic Presentations	Netnography Project	Exam	Total
Demonstrate an in-depth knowledge of traditional theory and contemporary issues in consumer behaviour.	X		X	
Demonstrate the ability to apply consumer behaviour theory to marketplace practice.		X		
Analyse issues logically, to challenge conventional assumptions, to consider different options and viewpoints, and make informed conclusion about consumer behaviour issues.	X	X	X	
Effectively communicate information, arguments, and research in the form of a presentation.	X			
Effectively communicate information, arguments, and research in writing		X	X	
Demonstrate the ability to acquire new knowledge and new skills, the capacity for self-directed activity and ability to work independently	X	X	X	
Total	40%	30%	30%	100%

Academic Integrity

Students should ensure that all submitted work is their own. Plagiarism is a form of academic misconduct (cheating). It is defined as copying or paraphrasing another's work and presenting it as one's own. Any student found responsible for academic misconduct in any piece of work submitted for assessment shall be subject to the University's dishonest practice regulations, which may result in serious penalties, including forfeiture of marks for the piece of work submitted, a zero grade for the paper, or in extreme cases, exclusion from the University. The University of Otago reserves the right to use plagiarism detection tools.

Students are advised to inform themselves about University policies concerning dishonest practice and take up opportunities to improve their academic and information literacy. If necessary, seek advice from academic staff, or the Student Learning Centre. The guideline for students is available at this link: <https://www.otago.ac.nz/study/academicintegrity/index.html>

Further information about the Academic Integrity Policy, the Student Academic Misconduct Procedures and the Academic Integrity can be found through the links below. The Academic Integrity website in particular has a number of useful links and suggestions as to where students can get help with referencing issues.

<https://www.otago.ac.nz/administration/policies/otago116838.html>

<https://www.otago.ac.nz/administration/policies/otago116850.html>

Concerns about the Paper

We hope you will feel comfortable coming to talk to us if you have a concern about the paper. The Paper Co-ordinator will be happy to discuss any concerns you may have. Alternatively, you can report your concerns to the Class Representative who will follow up with departmental staff. If, after making approaches via these channels, you do not feel that your concerns have been addressed, there are University channels that may aid resolution. For further advice or more information on these, contact the departmental administrator or head of department.

Disclaimer

While every effort is made to ensure that the information contained in this document is accurate, it is subject to change. Changes will be notified in class and via Blackboard. Students are encouraged to check Blackboard regularly. It is the student's responsibility to be informed.