



BUSINESS SCHOOL
Te Kura Pakihi

Department of Marketing

Te Mātauranga Tokoka

SEMESTER ONE 2024

MART210 Consumer Behaviour

Paper Description and Aims

This paper provides an in-depth examination of consumer behaviour. It introduces the psychological, sociological, and individual characteristics that influence consumer behaviours and examines the relationship between business, society, consumption and individuals' consumption experiences.

Semester One

0.15 EFTS

18 points

Prerequisites: MART 112

Teaching Staff

Paper Administrator

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You should contact Cathie Child with any administrative enquiries about the paper, e.g. tutorial changes, or requests for late submission of assignments.

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 2:00-2:50pm and Wednesday 2:00-2:50pm**

Room: Please refer to your eVision timetable

Tutorial Day/Time: Please refer to your eVision timetable

Every week students must attend **two 50 minute lectures** and one **50 minute tutorial** when scheduled.

Lectures present the key conceptual material through discussion and interaction between teaching staff and students. Lectures are supported by readings.

Tutorials are interactive, collaborative sessions in which students attempt to cement concepts presented at lectures with their peers in a supportive environment.

Tutorials begin in the **third** week of semester. You will be allocated to a tutorial and this will be available in eVision.

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

MART210 is an 18 point paper. As a general guide, 1 point represents study in formal instruction or independent study for 10 hours, made up of a combination of lectures, laboratories, tutorials assignments and readings. As a result you should anticipate spending approximately 180 hours on this subject over the duration of the semester.

Textbook Information

We will be using the following required textbook as well as other readings as appropriate for MART 210. The textbook includes relevant content, examples and case studies to support lecture material.

Solomon, M., Russell-Bennett, R., and Previte, J. (2019) Consumer Behaviour: Buying, Having, Being. Pearson Education, Australia. (4th or 5th Edition)

Student etext purchase link:

<https://www.pearson.com/store/p/consumer-behaviour-buying-having-being/P200000008537/9780655703396>

Calendar

Week	Date	Topic	Reading	Tutorials
1 LW/JW	27 Feb	INTRODUCTION TO CONSUMER BEHAVIOUR Buying, having and being	Chapter 1	
	28 Feb	CONSUMER AND SOCIAL WELLBEING	Chapter 2	
2 JW	5 March	THE PERCEPTION PROCESS Exposure/Reaction/Interpretation	Chapter 3	
	6 March	LEARNING AND MEMORY	Chapter 4	
3 JW	12 March	PERSONALITY Personality and Emotion	Chapter 5	Tutorial 1 Week beg 11 March
	13 March	MOTIVATION	Chapter 6	
4 JW	19 March	VALUES	Chapter 6	
	20 March	THE SELF	Chapter 7	
5 JW/RA	26 March	SUBCONSCIOUS INFLUENCES ON CONSUMER BEHAVIOUR	TBA	Critical Literature Review due 28th March, 12pm (noon)
	27 March	ATTITUDE CHANGE How marketers measure and change attitudes	Chapter 8	
29th March Good Friday 1st to 5th April Mid Semester Break 2nd April Otago Anniversary Day observed				
6 RA	9 April	ATTITUDES AND PERSUASION The power of attitudes	Chapter 8	
	10 April	BUYING AND RETAILING Atmospherics	Chapter 10	

7 JM/RA	16 April	DECISION MAKING	Chapter 9	Tutorial 2 Week beg 15 April
	17 April	SATISFACTION AND COMPLAINING	Chapter 10	
8 JM/RA	23 April	GUEST LECTURE		
	24 April	DISPOSAL	Chapter 10	
9 RA	30 April	CONSUMER VULNERABILITY	TBA	Tutorial 3 Presentations Week beg 29 April
	1 May	MEDIA AND IDEOLOGY	TBA	
10 LW	7 May	GROUPS AND SOCIAL INFLUENCE	Chapter 11	Tutorial 4 Presentations Week beg 6 May
	8 May	AGE	Chapter 12	
11 LW	14 May	LIFESTYLES, INCOME AND SOCIAL CLASS	Chapter 13	
	15 May	TEST IN CLASS		Test
12 LW	21 May	CULTURE	Chapter 14	
	22 May	CULTURAL PROCESSES AND SUBCULTURES	Chapter 14	
13 LW	28 May	SUSTAINABLE CONSUMPTION AND PRODUCTION	TBA	
	29 May	SUMMARY		

*** First week of Semester 1 is ACADEMIC WEEK 9**

Lectures end Friday 31st May

University Exam Period Second Semester Begins Wednesday 5 June

Ends Wednesday 19 June

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 tutorials, and 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
Critical literature review (individual) Students will write a critical literature review on an assigned topic provided at the beginning of the course. The necessary skills for conducting a literature review will be covered in tutorials.	Thursday 28 th March 12pm (noon)	15%	TERMS REQUIREMENTS In order to be eligible to sit the final exam, students MUST complete ALL pieces of assessment AND achieve an overall mark of at least 50% for internal assessment.
Oral presentation (group) Your group will give a presentation (8 minutes) outlining the main components of a group task assigned to you at the beginning of the semester.	In tutorials 3 and 4 week of 29 th April and 6 th May	15%	
Terms Test (individual) This is an individual test which will take place during class time.	15 th May, 2pm	20%	
Final exam (closed book)	TBA	50%	

Paper Requirements

In order to be eligible to sit the final exam, students **MUST** complete ALL pieces of assessment **AND** achieve an overall mark of at least 50% for internal assessment.

Assessment Format

Further information will be provided on assessment during class and on Blackboard.

Referencing Style

For this paper the referencing style is APA. Style guides are available on the University Library website: <http://www.otago.ac.nz/library/quicklinks/citation/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 your 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	Critical literature	Oral presentation	Terms Test	Exam	Total
Critically examine psychological and sociological factors influencing consumer behaviour.	√	√	√	√	
Describe and discuss the relationship between business, consumers and global consumption	√	√	√	√	
Critically examine marketing's impact on consumers	√	√	√	√	
Examine cultural influences and summarise different viewpoints on consumer behaviour	√			√	
Develop and apply information literacy skills, and conduct a critical review of Consumer Behaviour research literature	√			√	
Demonstrate teamwork, and professional oral and written presentation skills	√	√			
Total	15%	15%	20%	50%	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.