



BUSINESS SCHOOL
Te Kura Pakihi

Department of Marketing Te Mātauranga Tokoka

SEMESTER TWO 2023

MART329 Consumer Behaviour

Paper Description and Aims

Upon successful completion of this paper, you should be able to understand the role that consumption plays in our everyday lives. Thus, the focus is on defining what is meant by the term 'consumer culture' and acknowledging the importance of marketplaces. Rather than being studied in their own right, various concepts from consumer behaviour will be applied to aid in developing students' understanding of consumer and marketplaces. No definitive 'answers' are provided by the course, rather it is exploratory in nature and aims to introduce a range of issues for discussion. It is important, therefore, that students come to class having done some reading on the week's topic and be ready to participate in a class discussion. The assessments have been developed to help students further recognise the role consumption plays in their day-to-day lives.

Overall, the emphasis of this course in consumer behaviour is on:

- The social and cultural implications of consumption;
- The role of consumer culture and marketplaces in contemporary life.

By the end of the course, students should be able to:

- Critically assess the significance of consumer culture:
- Debate the strengths and weaknesses of competing perspectives on the role of consumption in contemporary society.

Specific skills that will be developed throughout the course include:

- Critical reasoning and analytical reflection;
- Verbal, visual and written communication skills
- Informed and critical responses to academic literature;
- The appropriate selection, collection, use and presentation of information.)

Semester Two

0.15 ECTS

18 points

Prerequisites: Two of (MART201, 202, 203) or two of (MART201, 210, 211, 212)

Teaching Staff

Paper Coordinator & Lecturer

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Lecturer

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You should contact Shelagh Ferguson 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: **Thursday 10:00am-12:00pm**

Room: Please refer to your eVision timetable

Tutorials Day/Time: Please refer to your eVision timetable

Every week students must attend **one 110-minute lecture per week 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 second week of semester. You will be allocated to a tutorial, and this will be available in eVision. Tutorials offer you the opportunity to work in groups on a series of tasks designed to apply the concepts that you have been exposed to in class and from your reading, and to stimulate your interest in the course as it applies to “everyday” issues. The key feature of tutorials, as opposed

to lectures and individual study, is participation of all members of the tutorial group. Please prepare for tutorials before going to them.

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

MART329 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

Required Readings are specified each week on Blackboard and in the course outline. The readings specified in the course outline are good initial introductions for each topic. On Blackboard, further readings and resources are available.

Calendar

Week	Week Commencing	Topic	Reading	
1	10 July	Course Introduction What is Consumer Culture and why does it matter to marketplaces?	Kozinets (2002)	
2	17 July	What is “theory”? Application of theory in consumer behaviour: RAA as dominant but contested.	Sniehotta, Presseau, & Araújo-Soares, (2014) Ajzen, (2015)	Tutorial 1 Performing a literature review
3	24 July	Screen time and social media use: who can we believe?	Twenge (2020) Vuorre, Orben & Przybylski (2021).	Tutorial 2 Developing lit review
4	31 July	Attitude-Behaviour gap in sustainability	Kollmuss & Agyeman (2002) Caruana, Carrington & Chatzidakis (2016)	
5	7 August	Consumption, Happiness and Well-Being	Offer, A. (2007)	Assessment 1 Literature Review due Thurs 10th Aug at 9am
6	14 August	The Construction of Reality - Media, Hegemony and Ideology and the Cultural Discourse of Time	Cova, Ivens & Spencer (2021) Saren, Parsons & Goulding (2019) Szmigin & Carrigan, (2001)	Tutorial 3 Group formation and visual essay discussion
7	21 August	A Cultural Critique of Consumption – Retail and the Buyosphere	Castigliano (2023) Passaro, Salomone & Petruzzellis, L. (2016).	Tutorial 4 Visual essay development Planning brief submission Friday 25th August, midday
28 August to 1 September - Mid Semester Break				
8	4 September	Living in a Consumer Culture – Materialism and consumption	Holt (1995) Belk (1985) Richins & Dawson (1992)	
9	11 September	Constructing individual identity through consumption (virtual and IRL)	Belk (1988) Belk (2013)	
10	18 September	Gendered identity consumption	Bettany, Dobscha, O'Malley & Prothero (2010)	Tutorial 5 Assessment 2: Group Presentation Visual Essay

11	25 September	Brand cultures and meaning creation	Holt (2003) Eagar & Dann (2016)	
12	2 October	Test in class Consuming Bodies?	Berger (1972)	Test Thursday 5th Oct in lecture.
13	9 October	Consumer resistance to social well-being (Smokefree initiatives) Course Review	Penaloza & Price (1993)	

First week of Semester 2 is ACADEMIC WEEK 28. Lectures end Friday 13th Oct. University Exam Period Second Semester Begins Wednesday 18th October; ends Wednesday 11th 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
Essay (literature critique)	Thursday 10th August, 9am	25%
Visual group presentation on a selected consumption experience - Planning brief	Friday 25 th August, 12pm (midday)	5%
Visual group presentation on a selected consumption experience - Group presentation	In tutorials & other scheduled times during week commencing 18 th September	20%
Test	Thursday 5 th October 10am in the lecture	10%
Exam	TBC	40%

Paper Requirements

No terms requirements on this paper.

Assessment Format

Further information on the assessments for this paper will be provided on Blackboard and discussed in class and tutorials.

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	Essay	Planning Brief	Group Presentation	Revision Test	Exam	Total
Critical reasoning and analytical reflection;	√		√	√	√	
Verbal, visual and written communication skills	√	√	√	√	√	
Informed and critical responses to academic literature;	√		√	√	√	
The appropriate selection, collection, use and presentation of information.	√	√	√	√	√	
Total	25%	5%	20%	10%	40%	100

Academic Integrity

Academic integrity means being honest in your studying and assessments. It is the basis for ethical decision-making and behaviour in an academic context. Academic integrity is informed by the values of honesty, trust, responsibility, fairness, respect and courage. Students are expected to be aware of, and act in accordance with, the University's Academic Integrity Policy.

Academic Misconduct, such as plagiarism or cheating, is a breach of Academic Integrity and is taken very seriously by the University. Types of misconduct include plagiarism, copying, unauthorised collaboration, submitting work written by someone else (including from a file sharing website, text generation software, or purchased work) taking unauthorised material into a test or exam, impersonation, and assisting someone else's misconduct. A more extensive list of the types of academic misconduct and associated processes and penalties is available in the University's Student Academic Misconduct Procedures.

It is your responsibility to be aware of and use acceptable academic practices when completing your assessments. To access the information in the Academic Integrity Policy and learn more, please visit

the University's Academic Integrity website at www.otago.ac.nz/study/academicintegrity, or ask at the Student Learning Centre (HEDC) or the Library, or seek advice from your paper co-ordinator.

For further information:

Academic Integrity Policy

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

Student Academic Misconduct Procedures

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

Turnitin on Blackboard

Turnitin is a text-matching software tool which reports matches between sections of student work submitted to it, and other material to which Turnitin has access (i.e. material available via the internet, and content of other student assignments which have previously been submitted to Turnitin). Turnitin is also often referred to as a plagiarism detection tool. All assignments submitted electronically through Blackboard are uploaded via Turnitin, and the report is available to the marker. You may be able to check your draft assignment via Turnitin before you submit your final assignment. Full instructions and guidance for the use of Turnitin can be found at: <https://help.otago.ac.nz/blackboard/assessing-your-students/turnitin/turnitin-for-students/>

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.