

Department of Marketing | Te Mātauranga Tokoka

Otago Business School | Te Kura Pakihi

Semester One | Kaupeka Tuatahi

2026

MART210 Consumer Behaviour

Nau Mai Haere Mai

**Welcome | Afio Mai | Aere Mai | Mālō e me'a mai | Fakatalofa atu |
Bula | Fakalofa lahi atu | Ulu tonu mai**

Course Description and Aims | *Whāinga o te Akoranga*

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: MART112

Teaching Staff | *Kaiako*

Course Leader/Lecturer

Name: Associate Professor Leah Watkins

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Course Administrator

Name: Cathie Child
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Lecturer

Name: Professor Rob Aitken
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Lecturer

Name: Dr John Williams
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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.

Course Information | *Mōhiohio akoranga*

Lecture Day/Time: Monday 10am-10:50am and Tuesday 4pm-4:50pm

Room: Please refer to your eVision timetable

Tutorials Day/Time: Please refer to your eVision timetable

Every week students must attend two 50-minute lectures and one 50-minute tutorial as 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 course proceeds. Any changes will be announced at lectures and be detailed on Aoroa.

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 Aoroa 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 | *Te Nui o te Mahi*

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 | *Pukapuka Kaupapa*

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 | *Maramataka*

Week	Week Commencing*	Topic	Reading	Tutorials/ Due Dates
1	23 Feb	INTRODUCTION TO CONSUMER BEHAVIOUR Buying, having and being	Chapter 1	
		CONSUMER AND SOCIAL WELLBEING	Chapter 2	
2	2 March	THE PERCEPTION PROCESS Exposure/Reaction/Interpretation	Chapter 3	
		LEARNING AND MEMORY	Chapter 4	
3	9 March	PERSONALITY Personality and Emotion	Chapter 5	Tutorial 1 Week beg 9 March
		MOTIVATION	Chapter 6	
4	16 March	VALUES	Chapter 6	
		THE SELF	Chapter 7	

5	23 March	ATTITUDE CHANGE How marketers measure and change attitudes	Chapter 8	Critical Literature Review due Friday 27 March, 12pm (noon)
		ATTITUDES AND PERSUASION The power of attitudes	Chapter 8	
6	30 March	DECISION MAKING	Chapter 9	Tutorial 2 Week beg 30 March
		BUYING AND RETAILING Atmospherics	Chapter 10	
Mid Semester Break 6 April – 12 April				
7	13 April	GROUPS AND SOCIAL INFLUENCE	Chapter 11	
		AGE	Chapter 12	
8	20 April	SATISFACTION AND COMPLAINING	Chapter 10	
		TEST IN CLASS		
9	27 April	ANZAC Day Observed Monday 27 April – No Lecture		
		MEDIA AND IDEOLOGY	TBA	
10	4 May	SUBCONSCIOUS INFLUENCES ON CONSUMER BEHAVIOUR	TBA	Tutorial 3 Presentations Week beg 4 May
		DISPOSAL	Chapter 10	
11	11 May	CONSUMER VULNERABILITY	TBA	Tutorial 4 Presentations Week beg 11 May
		LIFESTYLES, INCOME AND SOCIAL CLASS	Chapter 13	
12	18 May	CULTURE	Chapter 14	
		CULTURAL PROCESSES AND SUBCULTURES	Chapter 14	
13	25 May	SUSTAINABLE CONSUMPTION AND PRODUCTION	TBA	
		SUMMARY		

*** First week of Semester 1 is ACADEMIC WEEK 9**
Lectures end Friday 29 May
University Exam Period First Semester Begins Wednesday 3 June until
Wednesday 17 June.

Assessment | *Aromatawai*

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 Aoroa. *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
Critical Essay (individual) Students will write a critical essay on an assigned topic provided at the beginning of the course. The necessary skills for conducting a critiquing literature will be covered in tutorials.	27 March, 12pm (noon)	15%
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 4 and 11 May	15%
Test (individual) This is an individual test which will take place during class time.	21 April, 4:00pm	20%
Final exam (closed book)	TBA	50%

Assessment Format

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

Referencing Style

For this course 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 your group is experiencing difficulties, please refer to the *Department of Marketing Student Guide*, which is available under the course information tab on Aoroa.

Learning Outcomes | *Hua Akoranga*

Learning Outcome	Critical literature	Oral presentation	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 | *Pono-ā-wānanga*

Students should ensure that all submitted work is their own.

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 coordinator.

For further information on academic integrity at Otago:

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>

A note about Artificial Intelligence: MART 210 does not ban the use of large language models (LLMs) such as ChatGPT or Copilot, but you must fully disclose any LLM use in submitted internal assessment work, including full details of how and why you used them. Failure to do so may lead to academic misconduct proceedings.

You should be wary of LLMs in general, as they are purely statistical models with no actual “understanding” or “knowledge”. While their output sounds authoritative, it can often be misleading, incorrect, or totally fake. This is particularly dangerous when you do not have sufficient understanding of a topic to spot the errors.

For further information on artificial intelligence at Otago:

Use of Generative-Artificial Intelligences and Autonomous Content Generation in Learning and Teaching Policy

<https://www.otago.ac.nz/administration/policies/policy-collection/use-of-generative-artificial-intelligences-and-autonomous-content-generation-in-learning-and-teaching-policy>

Concerns about the Course | *Ngā māharahara mō te akoranga*

We hope you will feel comfortable coming to talk to us if you have a concern about the course. The Course 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 | *Kupu Whakatonu*

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 Aoroa. Students are encouraged to check Aoroa regularly. It is the student’s responsibility to be informed.