



## UNIT OUTLINE

### Consumer Behaviour

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<b>UNIT CODE &amp; TITLE</b>	JM602 Consumer Behaviour
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<b>SCHOOL</b>	School of Business
<b>COURSE</b>	Bachelor of Management
<b>PREREQUISITES</b>	JM501 Introduction to Marketing.
<b>COREQUISITE(S)</b>	Nil
<b>DURATION</b>	One semester
<b>CREDIT POINTS</b>	15

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#### 1. OBJECTIVES

This unit aims to provide detailed study of personal and group consumer behaviour, its determinants and its implications for marketing strategy.

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

- Undertake the development of appropriate marketing strategies in relation to consumer behaviour
- Appreciate the aims of the consumerism movement and marketing's responsibility to the consumer and society
- Appreciate the application of consumer behaviour principles and practices to the marketing situations of various organisations and industries.

##### 1.1 Knowledge:

- To develop an understanding of the consumer and the internal and external factors that makes each consumption situation unique.
- To develop an understanding of consumer behaviour research in modern marketing.
- To develop an understanding of the dynamic and evolving nature of consumer behaviour.
- To understand the nature and development of a consumer behaviour strategy.

## 1.2 Skills:

- To develop practical research skills through a consumer strategy report.
- To develop analytical skills through the interpretation of data and information to solve consumer-based issues.
- To develop a self-paced reading and research schedule.

## 1.3 Values and Attitudes

- Appreciate the importance of consumer-oriented strategies to organisations.
- Seek to learn and understand more completely the factors associated with marketing decision-making.
- Draw on scholarly research, as well as current business practice, to examine, analyse and evaluate consumer issues.

## 2. CONTENT

The content of the unit will be:

- Consumer decision making processes and types of decision making situations
- The internal influences on behaviour as they apply to the consumption process
- The external influences on behaviour and the role of the marketplace in the socio-political system
- Consumer (individual and group) purchase and consumption behaviour
- Consumer market analysis and trends including the personal and group behaviour patterns in the Australian marketing environment
- Marketing stimuli and strategies in relation to consumer behaviour: market segmentation, product positioning, marketing communications, store choice and shopping behaviour, price and salesperson influences
- Consumerism, consumer rights, marketing's responsibility to the consumer

## 3. LEARNING TASKS AND ASSESSMENT

LEARNING TASK	ASSESSMENT (GRADING)	WEIGHTING (%)
	TUTORIAL PARTICIPATION	10%
INDIVIDUAL ASSIGNMENT	REPORT	20%
GROUP CASE STUDY ASSIGNMENT	PRESENTATION GROUP REPORT	30%
	EXAM	40%

#### **4. METHODOLOGY**

A combination of lectures and tutorials will be used.

Case studies, classical and topical readings, and examples of significant consumer behaviour marketing concepts and practices will feature throughout the unit.

#### **5. REFERENCES**

Arnould, E., Price, L. and Zinkhan, G. (2001). Consumers. New York: McGraw-Hill.

Blackwell, R. G., Miniard, P. W. and Engel, J. F. (2001) Consumer behaviour (9<sup>th</sup> Edition). Fort Worth: Harcourt.

Hoyer, W. D. and McInnis, D. J. (2001). Consumer behaviour (2<sup>nd</sup> Edition). Boston: Houghton Mifflin.

Lawson, R., Tidwell, P., Rainbird, P., Loudon, D. and Della Bitta, A. (1996). Consumer behaviour in Australia and New Zealand. Roseville McGraw-Hill.

Neal, Quester and Hawkins (2004) Consumer behaviour: Implications for marketing strategy (4<sup>th</sup> ed). Sydney: McGraw Hill

Peter, J. P. and Olson, J. C. (). Consumer behaviour and marketing strategy (7<sup>h</sup> Edition). New York: McGraw-Hill.

Schiffman, L., Bednall, D., Cowley, E., O'Cass, A., Watson, J. and Kanuk, L. (2000) Consumer Behaviour. Sydney: Prentice Hall.

Sheth, J. N., Mittal, B. and Newman, B. I. (1999). Customer behaviour: Consumer behaviour and beyond. Fort Worth: The Dryden Press.