

Course Outline 2017
MKTG 303: BUYER BEHAVIOUR (15 POINTS)

Semester 2 (1175)

Course Prescription

Essentially, the application of psychology to how people make consumption decisions and interpret advertising. This includes a consideration of individual differences, culture, and environmental/situational influences on consumers.

Programme and Course Advice

Prerequisite: MKTG 201 or 291

Restriction: MKTG 293

Goals of the Course

As Patricia Seybould (1998, p19) states: "...without customers, you have no business being in business. Everyone has customers." Understanding your current and potential customer in terms of their buying behaviour is fundamentally important and is the focus of this course.

You will be exposed to various aspects of buyer behaviour by examining a number of areas in the context of issues/questions/decisions relevant to marketing practitioners. More specifically, the goals of the course are to help you:

- develop your understanding of the important drivers of buyer behaviour, the multidisciplinary factors involved in the study of buyer behaviour, and the marketing management issues arising from a sound knowledge of behaviour theory; and
- develop your ability to apply the above knowledge in a practical and relevant manner in order to enhance effective marketing management.

Learning Outcomes

By the end of this course it is expected that the student should be able to:

1. analyse reasons for buyer behaviour;
2. explain internal influences on buyer behaviour;
3. explain external influences on buyer behaviour;
4. appraise buyer decision-making processes; and
5. identify and analyse buyer decision-making in different contexts (e.g. personal vs. organizational, simple vs. complex).

Content Outline

Week 1	Introduction/Why Understand Behaviour Perception
Week 2	Learning and Memory Involvement
Week 3	Motivation, Self and Personality
Week 4	Attitude Formation and Change Ethics
Week 5	Demographics and Psychographics Social Class

Week 6	Mid-semester Test
	Mid-semester Break
Week 7	Assignment Due
	Decision-making
	Buying and Disposing
Week 8	Reference Groups
	Family and Household Decision-making
Week 9	WOM and Social Networks
	Organisational Decision-making
Week 10	Culture and Values
	Sustainable Consumption
Week 11	Consumption and Meaning
	Subcultures of Consumption
Week 12	Feedback, Exam Prep

Learning and Teaching

There are two lectures per week, one two hour class, and a one hour class. These are on two separate days. Please consult Student Services Online for location and time details. The one hour class will not be held each week. There are no tutorials for this course.

You will be exposed to both practical and theoretical concepts using a combination of discussion-based classes, readings and exercises. All assessment is individual and detailed in the course book.

Please come fully prepared to participate in the course. This means attending all classes and doing the readings IN ADVANCE.

Students are urged to discuss privately any impairment-related requirements with the course co-ordinator.

INCLUSIVE LEARNING

Students are urged to discuss privately any impairment-related requirements face-to-face and/or in written form with the course convenor/lecturer and/or tutor.

STUDENT FEEDBACK

Student feedback is important and valued as a means of improving the course content, delivery, and prescribed texts. At the end of the course students will be invited to provide confidential feedback via Canvas, and during the course student representatives will be invited to attend two meetings to share the feedback of the cohort with the Lecturers. All students are most welcome to provide the Lecturers with feedback at any time during the course, either in person or via email.

Teaching Staff

Course Coordinator and Lecturer:

Dr Denise M Conroy

Office: 415, OGGB

Office hours: Friday 2pm – 3pm

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Dr Jenny Young

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Undergraduate Course Advisor:

Ms Christina Huang

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Marketing Subject Librarian:**Justene McNeice**

Office: Room M25, General Library

Tel: 373 7599 ext 84668

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Learning Resources

Textbook: Quester, Pettigrew, Kopanidis, Rao Hill. (2014). *Consumer Behaviour: Implications for marketing strategy* (7th edition). Australia: McGraw-Hill Education

Whilst the text book is an important resource, it is NOT as important as attending lectures. The lectures are **NOT** simply a summary of the chapter you are referred to, rather they deliver **ADDITIONAL** material to broaden your understanding and learning. This is, after all, stage 3.

Course Book: In the spirit of environmental sustainability, there is no course book for this paper. All lecture slides may be downloaded from Canvas and printed at the student's discretion.

Canvas: Canvas will be used to communicate important information and distribute lecture slides and other useful material. Please note that these lecture slides form the framework of the lectures and do not replace lectures, where more material may be presented. Students should check Canvas at least every Monday and Friday. We will make use of Piazza.

Facebook: There is a Facebook page for this course. Please note that this is not monitored by Denise, Nane & Jenny. We do monitor Piazza in Canvas.

Assessment

MKTG 303 will be assessed as follows:

Mid-semester test	20%
Individual Assignment	30%
Final Exam	<u>50%</u>
Total	100%

Learning Outcome	Term Test	Individual Assignment	Final Exam
1.	X	X	X
2.	X	X	X
3.	X	X	X
4.		X	X
5.			X

Course Content

Dates	Time	Topic	Text
		<i>CONSUMERS AS INDIVIDUALS</i>	
26 July	4-6	Introduction/Why Understand Behaviour	Ch 1
28 July	11-12	Perception	Ch 8
2 Aug	4-6	Learning and Memory	Ch 9
4 Aug	11-12	Involvement	Zaichkowsky article
9 Aug	4-6	Motivation and Self	Ch 10 + Belk article
11 Aug	11-12	Personality	
16 Aug	4-6	Attitude Formation and Change	Ch 11
18 Aug	11-12	Ethics	Pg 17-18; 168; 467
23 Aug	4-6	Demographics and Psychographics	Ch 12
25 Aug	11-12	Social Class	Ch 15
30 Aug	4-6	Mid Semester Test: One Hour in Class	
1 Sept	11-12	NO LECTURE	
4 Sept - 16 Sept		MID SEMESTER BREAK	
		<i>CONSUMERS AS DECISION MAKERS</i>	
20 Sept	4-6	Decision Making	Ch 3
22 Sept	11-12	ASSIGNMENT DUE 11am Buying and Disposing	Ch 7
27 Sept	4-6	Reference Groups	Ch 14
29 Sept	11-12	Family and Household Decision Making	Ch 13
4 Oct	4-6	WOM and Social Networks	Pg 470-472 + Kaplan and Haenlein article
6 Oct	11-12	Organisational Decision Making	Reading (on Talis page)
11 Oct	4-6	Culture and Values	Ch 16 + Rook article
13 Oct	11-12	Sustainable Consumption	Szmigin; Assadourian; Morgan articles (3)
		<i>CONSUMERS AND CULTURE</i>	
18 Oct	4-6	Consumption and Meaning	McCracken and Leigh articles
20 Oct	11-12	Subcultures of Consumption	Schouten article
25 Oct	4-6	FEEDBACK, EXAM PREP etc.	
27 Oct	3-4	No Lecture	

Readings: available on Talis (Canvas)

- Involvement:
 - Zaichkowsky, Judith Lynne (1986), "Conceptualizing involvement," *Journal of Advertising*, 15 (2), 4-34.
- Self-concept:
 - Belk, Russell (1988), "Possessions and the extended self," *Journal of Consumer Research*, 15 (September), 139-68.
- WOM and Social Networks:

Andreas M. Kaplan, Michael Haenlein "Users of the world, unite!" The challenges and opportunities of Social Media Business Horizons (2010) 53, 59—68.
- Organisational Decision Making:

(chapter available on Talis)
- Culture:
 - Rook, Dennis W. (1985), "The Ritual Dimension of Consumer Behavior," *Journal of Consumer Research*, 12 (3), 251-64.
- Sustainable Consumption:
 - Isabelle Szmigin, Marylyn Carrigan and Morven G. McEachern (2009) "The conscious consumer: taking a flexible approach to ethical behaviour" *International Journal of Consumer Studies* **33** (2009) 224–231
 - Erik Assadourian (2010), "Transforming Cultures: From Consumerism to Sustainability" *Journal of Macromarketing* 30(2) 186-191
 - Louise R. Morgan and Grete Birtwistle (2009). "An investigation of young fashion consumers' disposal habits" *International Journal of Consumer Studies* ISSN 1470-6423
- Consumption and meaning:
 - McCracken, Grant (1986), "Culture and consumption: A theoretical account of the structure and movement of the cultural meaning of consumer goods," *Journal of Consumer Research*, 13 (1), 71-84.
 - Leigh, James H. and Terrance G. Gabel (1992), "Symbolic interactionism: Its effects on consumer behavior and implications for marketing strategy," *Journal of Consumer Marketing*, 9 (1), 27-38.
- Sub-cultures of consumption:
 - Schouten, John W. and James H. McAlexander (1995), "Subcultures of consumption: An ethnography of the new bikers," *Journal of Consumer Research*, 22 (June), 43-61.

Electronic Databases: These are available from the Library main page under "Databases" and are excellent searchable sources of articles from marketing journals.

- ABI/Inform
- Academic Search Premier
- Business Source Premier
- EMERALD

INDIVIDUAL PROJECT

Individual Project: Marketing 303

Topics: Needs and Motivations

WHAT?	Marketing 303 Assignment
WHAT'S IT WORTH?	30% of your final grade
WHEN IS IT DUE?	22 September 11am, Commerce Student Centre (Hard Copy)
DO I NEED TO SUBMIT IT TO TURNITIN?	Yes
WHAT IS THE PAGE LIMIT?	5 pages (does not include your ad and a paragraph explaining your ad or references)
HOW WILL IT BE GRADED?	Your grade will be based on four main criteria:

1) your ability to briefly discuss the relevant theories (30%):

- you must show that you understand the theories, how they work, and how they influence consumer behaviour.

2) your ability to effectively illustrate theories with marketing examples of the motivations listed (20%)

- you have to then take the theory one step further to show specifically how it applies to the consumer behaviour issues using relevant examples.

3) your ability to integrate other relevant theories (20%):

- while there is a specific topic given for this essay, you need to show that you have considered how other theories and materials that we covered in the class may be relevant for this topic.

4) the clarity and effectiveness of your communication (30%):

- in this respect, writing style does matter because it is part of effective communication
- the key is to convey your point simply and clearly (BIG WORDS do not impress, but clarity does).
- Referencing IS crucial, both within the body of your essay and a reference list at the end

Important: This assignment is in two parts. Please hand in one assignment. I have written it as two parts merely to make clear what is required. It will be graded as one assignment.

Please submit to turnitin in addition to submitting a hard copy. You will not receive a grade if you do not submit to turnitin

Part one: Essay and Discussion of Advertisements

In order to stimulate involvement, marketers often try to target consumers by appealing to one of a series of common motives e.g. identification, self-expression, achievement, affiliation, and self-esteem (chapter 10 of your text book Quester, Pettigrew, Kopanidis, Rao Hill. (2014). *Consumer Behaviour: Implications for marketing strategy* (7th edition). Australia: McGraw-Hill Education).

Write an essay discussing how needs and motivations are interrelated concepts and why they are important concepts for marketers to understand. Illustrate your points by providing marketing examples for each of these five motives (identification, self-expression, achievement, affiliation and self-esteem).

Although this is an essay on needs and motivations, I will expect your knowledge of other consumer behaviour theories (e.g. self, attitudes, learning, memory, involvement etc) to inform your answer.

Part two: Designing an ad

Design an advertisement for any product (or brand or service or charity or social cause) that you are familiar with that emphasises **one** of these motives - identification, self-expression, achievement, affiliation, or self-esteem. You can create your own product or brand if you wish to do so. Your advertisement must communicate the motive you have chosen clearly, either through visual or verbal cues, or both. Write a **brief** paragraph discussing why you think that this motive is most appropriate for the product, and why the other motives are not so appropriate.

Please note the following:

1. Make sure that you start as soon as possible.
2. Computer problems (eg, "the computer ate my memory stick," "the printer wouldn't print", "I was getting it ready the night before and the computer crashed" "the dog ate my memory stick") are not deemed to warrant extensions. You should regularly backup files of your work. **Also, keep hard copies.** The assignment topic is provided to you at the beginning of the semester to allow you plenty of time to plan ahead.
3. **Use APA referencing rather than endnotes and footnotes.** Suitable referencing (i.e, the APA or Harvard style) will be expected. If you are unsure, articles in journals such as the *Journal of Consumer Research*, and *Journal of Marketing Research* use this style. So if you are referencing the text, you write "(Solomon, 1999)" in the text of your assignment.
4. We expect a **minimum of 5 references** in your essay. At least 3 need to be journal articles.
5. The written part of the assignment must **NOT** exceed **5 pages (excluding references etc.)**. Assignments should be typed, 1½ spaced, with at least 2.5cm wide margins on both sides, font size 12.
6. All assignments must be submitted in hard copy with the Department of Marketing Cover Page (available at the Commerce Student Resource Centre) and stapled at the left-hand corner. Please take care to ensure that your ads are securely fixed to your essay. **NO** electronic copies of your assignment or ads will be accepted.

7. **We take plagiarism very seriously;** make sure to reference your sources appropriately. **We will be using Turnitin.**
8. This assignment is worth 30% of the total coursework, and is assessed using a letter grade as **follows (from the undergraduate protocol):**
9. **Your ad must be original – do NOT copy an ad that is already out there**
10. Once you have received your grade you have **two weeks** in which to request further feedback or for your assignment to be re-graded.



DEPARTMENT OF MARKETING UNDERGRADUATE PROTOCOL

We, the Marketing Department, regard our relationship with students as very important. This is why we have written this protocol which describes the key policies and practices that will help you to have a clear understanding of what you can expect from your lecturer and what the lecturer can expect from you. In respect to this, our overriding principles are consistency and fairness in terms of how each student is treated.

Communication

Course-Coordinators, Lecturers and Tutors will always aim to communicate with you in a timely and efficient manner. The main venue where the course information will be provided are lectures and tutorials. Additionally, the main information related to the course, such as deadlines for your assignments, can be found in the Course Outline. Some Course Outlines may be provided electronically while others are available in hardcopy.

We also use Canvas to help students keep track of their own progress, e.g. allowing students to check their own marks on the web. Some marketing lecturers may also use Canvas to:

- Provide students with unrestricted access to course materials (lecture notes, case studies and reference materials). Students will be able to access these materials anytime and anywhere via the Internet.
- Keep students informed with changes to the schedule, upcoming events, and opportunities for part time marketing jobs or social events.

Please note that the information posted on Cecil does not fully cover information given in lectures. Therefore, if you miss a class, you should ask other students whether you have missed any important announcements (or materials). It is your responsibility to monitor, read, and keep up to date on all course communications.

The email address you have listed in Cecil must be one that you use and check most frequently. This is the address to which your course lecturers will send any important messages and updates. Your current mailing address and other contact details must always be kept up to date on Student Services Online, the University's online enrolment and student administration system. You can update your personal details by logging on to Student Services Online and then clicking on "Update your details".

Grading

This is the distribution that students are graded on for undergraduate courses in the Department of Marketing:

GRADE	DESCRIPTION	%
A+	Outstanding	90-100
A	Excellent	85-89
A-	Approaching Excellence	80-84
B+	Very good, comfortably meeting expectations	75-79
B	Good, meets expectations	70-74
B-	Good, just meets expectations but minor problems	65-69
C+	Adequate, almost meeting expectations but minor problems	60-64
C	Adequate, not quite meeting expectations because of problems	55-59
C-	Just adequate, not quite meeting expectations because of further problems	50-54
D+	Inadequate, further problems and below expectations	45-49
D	Inadequate, well below expectations because of major problems	40-44
D-	Completely inadequate, well below expectations because of major problems	0-39

Please note: The grade scales are indicative only. Scaling may be applied.

Assignments

Please note that group and individual assignment weightings can NOT be transferred to the final exam/assessment.

When handing in your assignments, please use the appropriate cover sheet, and please use your official name, as is currently used in University records. You will have considerable advance notice about the date that assignments are due. Therefore, you must plan your work to give yourself leeway so unforeseen events such as computer problems or losing an assignment do not prevent you from handing the assignment in on time. Unacceptable reasons for a late assignment also include being overseas or other work or sporting commitments. Acceptable reasons for handing a late assignment might be a longer period of illness prior to the deadline, unexpected incarceration or bereavement. However, in these circumstances you will be required to provide suitable documentation as evidence (e.g. a certificate from the campus Health Centre), as early as possible, but no later than the assignment due date.

Students will be penalised for handing in assignments after the due date. Below is a list of penalties that can be expected:

- 1 day late 10% off grade achieved by student
- 2 days late 20% off grade achieved by student
- 3 days late 30% off grade achieved by student
- 4 days late 40% off grade achieved by student
- 5 days late 50% off grade achieved by student

Note: Assignments handed in five minutes past the deadline are considered one day late. If an assignment is due in on a Friday, then an assignment submitted on Monday is considered to be three days late. Assignments handed in later than five days after the deadline will not be graded. Although these penalties may seem harsh, their purpose is to prepare you for the expectations your employer will have of you (i.e. planning your time efficiently, and meeting deadlines) while maintaining fair and equitable treatment of all students.

For group assignments, all members of the group will be awarded the same group assignment mark, unless the course coordinator is informed of group issues that may have

adversely affected the group work. Such issues must be brought to the attention of the course co-ordinator before the assignment due date.

In group assignments where peer assessment is used, students not contributing equally to the group effort may be penalised. Therefore students should inform their team mates, and the teaching staff, if they are unable to contribute equitably to the group assignment at any point. Once again, suitable documentation must be given to the course co-ordinator as early as possible, but no later than the assignment due date.

Grading of Assessments

Students can expect all mid-semester tests and assignments to be graded and returned in tutorials within two weeks (unless otherwise specified by lecturer). Your grades will be viewable on Canvas as soon as they are available. Always remember to compare your grades on Canvas with the grades that are written on your test or assignments, and report any discrepancies to your lecturer or tutor without delay.

Importance of Mid-Semester Tests and the Final Exam

Mid-semester tests provide an opportunity for students to test their individual knowledge under controlled conditions, and also allow students to practice for the final exam. The final exam is an integral part of each paper and accounts for a large percentage of your final grade. Failing the final exam may make it very difficult to pass a paper.

It is the student's responsibility to be aware of the location, time, and date of their mid-semester tests and final exams. Students who miss mid-semester tests or final exams because of ill health or bereavement reasons may apply for an aegrotat or for compassionate consideration (see the University Calendar/Examination Regulations for the relevant procedures). Be aware that you have to apply within 7 days after the test/exam. Links to the Exam and AEGROTAT/COMPASSIONATE information page:

- <http://www.auckland.ac.nz/uoa/cs-examination-information>
- <http://www.auckland.ac.nz/uoa/cs-aegrotat-and-compassionate-consideration>

Note: Acceptable reasons for missing tests/exams include documented illness of yourself or your dependent(s), incarceration and bereavement. Reasons such as going on vacation, sporting or work commitments, or getting the date and/or time of test wrong etc. are not acceptable. If you are disabled or have other difficulties necessitating special accommodation for the test/exam (e.g. a longer test time, or a separate testing room), please advise the Course Coordinator as soon as possible.

Class Representatives

The Marketing Department values the role of class representatives and encourages students to act in this capacity. Students are encouraged to talk to class representatives about the course. Lecturers really appreciate the class representatives' feedback. This channel is used as an opportunity to make improvements to the course. There are two formal class representative meetings during a semester. During these meetings, class representatives have the opportunity to talk to the lecturers and the undergraduate co-ordinator about the overall evaluation of the course, and provide ideas and suggestions.

Disputes

If you have a problem with any Marketing course, first approach your lecturer or course co-ordinator. If you are uncomfortable approaching your course co-ordinator then please contact the Marketing Department's undergraduate co-ordinator: Dr Catherine Frethey-Bentham (Rm. 414 OGGB, e-mail: c.bentham@auckland.ac.nz).

Students who wish to query their final exam and/or final grade must do so through the appropriate channels (for the procedure see the University Calendar/Examination Regulations). You can apply only for a recount (not a remark) of your exam. Please do not contact your lecturers directly because they will not be able to give out any information on final exam marks.

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CHEATING AND PLAGIARISM

The University of Auckland regards cheating as a serious academic offence.

Plagiarism is a form of cheating. In coursework assignments submitted for marking, plagiarism can occur if you use the work and ideas of others without explicit acknowledgment. Work can be plagiarised from many sources, including books, journal articles, the internet, and other students' assignments. A student's assessed work may be reviewed against electronic source material using computerised detection mechanisms. Upon reasonable request, students may be required to provide an electronic version of their work for computerised review.

The way of avoiding plagiarism is to reference your work properly. If you are in doubt about how to reference properly, ask someone – your lecturers, tutors and the Student Learning Centre are good places to start. Please refer to the following website for further information about academic referencing: https://www.library.auckland.ac.nz/subject-guides/bus/topicguides/apa_for_business.htm

The document *Guidelines: Conduct of Coursework* provides further advice on how to avoid plagiarism. It can be found at: www.business.auckland.ac.nz/conductcoursework

The penalties for plagiarism can be severe, including losing some or all of the marks for the assignment. Major offences can be sent to the University's Discipline Committee, where further penalties can be imposed.

THIRD PARTY ASSISTANCE WITH COURSEWORK

While you are encouraged to improve your coursework writing skills and are permitted to seek assistance from third parties you are advised that there are important limits on the amount and type of assistance that can be given to you in completing your assignments, including group work. Third parties include fellow students, reading groups, friends, parents, SLC tutors, and paid-for professional editing services.

There is a set of guidelines which clearly indicates the type of advice and assistance that can be given. If you are seeking the assistance of any third party you are required to give a copy of the guidelines to the person prior to them helping or assisting you.

You are also required to only seek and accept help using a printed version of your work, not an electronic version. You must keep a copy of this printed version and produce it if required.

A copy of the guidelines is available at: www.business.auckland.ac.nz/thirdpartyassistance

HELP WITH ACADEMIC REFERENCING

Acknowledgement of sources is an important aspect of academic writing. https://www.library.auckland.ac.nz/subject-guides/bus/topicguides/apa_for_business.htm provides students with an online resource for academic referencing needs.