



MKTG7050

Consumer Behaviour and Analysis

(MKTG2031 Consumer Behaviour Online)

Week 1 Topics

- L1.1 Brief course overview
- L1.2 Introduction to Consumer Behaviour
- L1.3 Theoretical Perspectives on Consumption
- L1.4 Consumer Research Perspectives
- L1.5 Consumption Types
- L1.6 Marketing Ethics

Contact Information

Lecturer: Dr. Toni Eagar

Room: CBE 2.23

Email: toni.eagar@anu.edu.au

Consultation:

- Wednesday 10-12pm (this is likely to change due to timetable changes I'll send an announcement once a new time is confirmed)
- Office or via Teams
- Book via link on Wattle
 - Select Consultation type
 - Select date and time
 - Once you have booked, you will receive a calendar event. SAVE this in your calendar!
 - If you select an online consult, you will be emailed a link

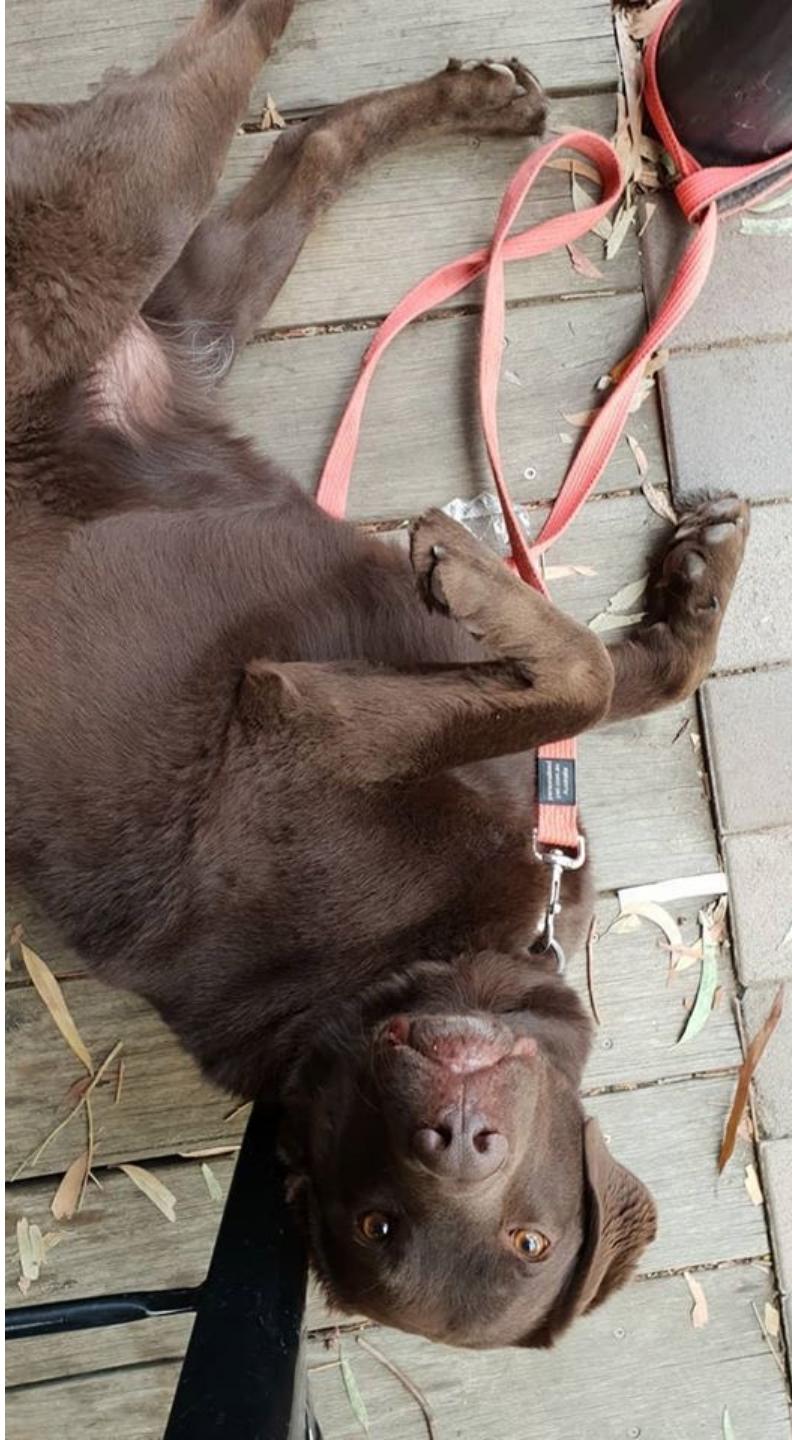
Who I am

- PhD in marketing from ANU.
- B.Bus (Hons)/B.Arts (International Studies) from UTS, Sydney
- Worked in marketing research
- Research interests:
 - Consumer culture theory
 - Celebrity / human / artist brands
 - Brand / fan / online communities
 - Individual and brand identity



Who I am

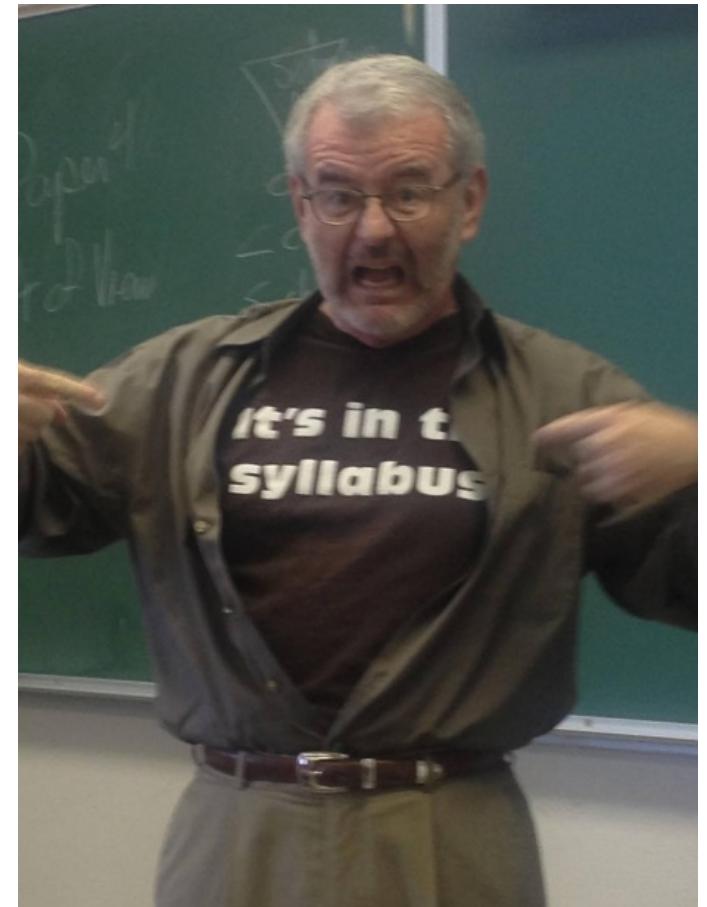
- I have lived in Malaysia and traveled extensively
- Married with dog
- I am not psychic*



What's expected of you

- **READ THE CLASS SUMMARY (P&C and Wattle)**
 - This is your contract with me and the university.
 - Know what you're signing up to
- **READ THE COURSE INFORMATION (Wattle)**
- Engage in continuous learning and assessment
- Meet deadlines that are given
 - Penalties will be applied
 - This is a fairness and equity issue
 - If you are in trouble **let me know***
 - See Wattle

*Because I'm not psychic



What I expect of you

- Be prepared
- Be respectful
- Have fun



Navigating Wattle

- When is stuff happening:
 - Class summary or Semester calendar
- What do I need to study:
 - Course resources section:
 - Multiple textbook access options
 - Course readings (including textbook via the library)
 - Learning resources and guides
 - Assumed knowledge material
 - Academic integrity
 - Other helpful stuff
 - Lecture Resources
 - Lecture Slides
 - Echo360 lecture recordings
 - Tutorial Resources
 - Tutorial forum (weekly posts)
- What do I need to do:
 - Class summary
 - Assessment overview
 - Individual assessment briefs
- Where do I submit:
 - Assessment tasks 1,4, and 5
 - Links in individual assessment sections
 - Assessment tasks 2 and 3
 - Tutorial Resources → Tutorial forum
- Keeping up to date:
 - Course announcements (email and forum)
 - Email

L1.1: Introduction to the course



WARNING

THEORY AHEAD

It cannot be avoided, evaded, dodged or ignored

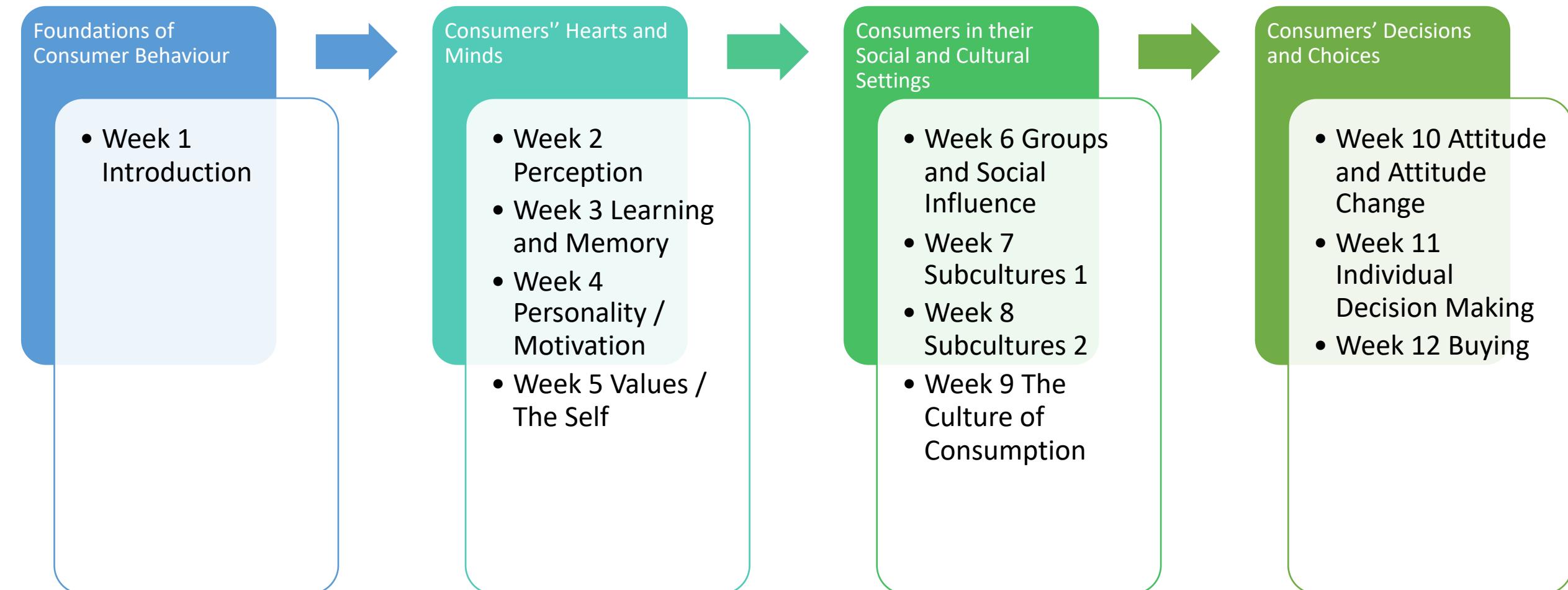
Course Description

The course will provide a theoretical account of consumption as a (mainly) cultural activity: consumers interact with each other, with the market, and socio-cultural institutions by means of consumption acts and activities. Through consumption, consumers express their identity and contribute to the development and change of marketplaces and popular culture. As such, consumption can be seen as both a collective, aggregate cultural phenomenon and an individual, subjective activity to satisfy needs and wants. The course will review consumer culture and consumer behaviour theories in order to understand these alternative viewpoints and their implications for marketers.

Course learning outcomes

- 1.** **Identify** relevant consumer culture and consumer behaviour theories;
- 2.** **Examine** relevant theories in individual, marketplace and cultural contexts;
- 3.** **Relate** the consumption experiences of others to relevant consumer culture and behaviour theories;
- 4.** **Critique** relevant consumer culture and behaviour theories in the individual, marketplace and cultural contexts;
- 5.** **Demonstrate** the use of evidence and theory in applying marketing strategies and tactics; and
- 6.** **Report** a personal reflection on consumption experiences.

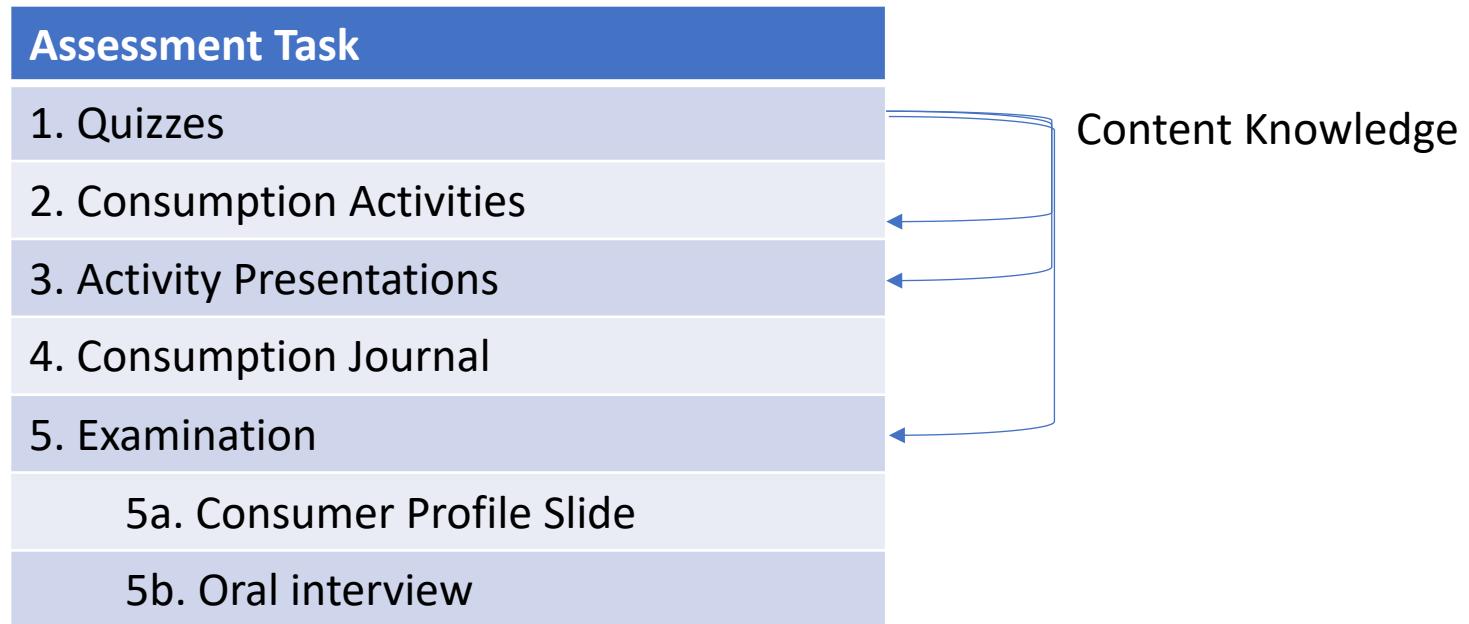
Course Structure



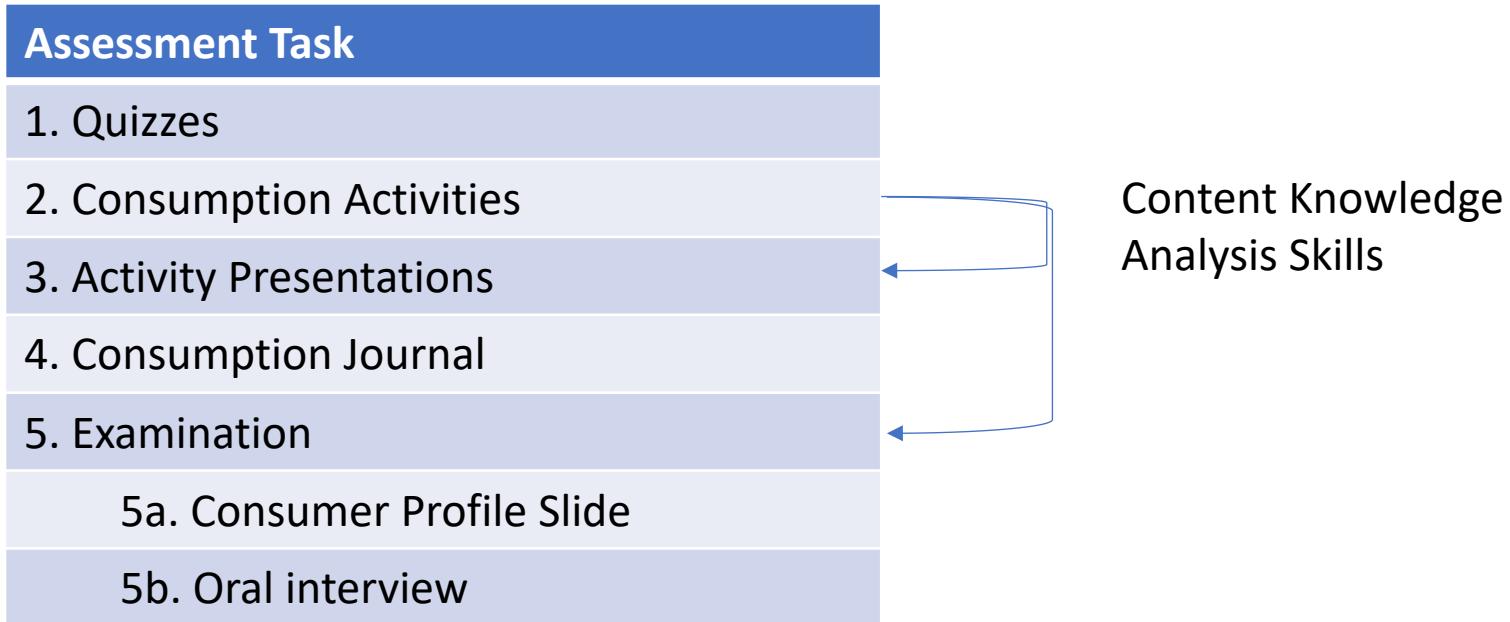
Assessment Overview

Assessment Task	Weight	Completion	Submission Information
1. Quizzes	10%	Individual	Weekly
2. Consumption Activities	10%	Individual	Weekly in tutorials
3. Activity Presentations	10%	Group	1 x In tutorials
4. Consumption Journal	30%	Individual	W6 Thurs @ 23:59pm
5. Examination			
5a. Consumer Profile Slide			Shared at start of Oral Interview
5b. Oral interview	40%	Individual	12 minutes @ Selected time slot during the exam period (3rd-13th June 2025)

Assessment Skill Development



Assessment Skill Development



Assessment Skill Development

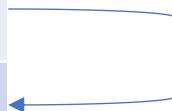
Assessment Task
1. Quizzes
2. Consumption Activities
3. Activity Presentations
4. Consumption Journal
5. Examination
5a. Consumer Profile Slide
5b. Oral interview

Content Knowledge
Analysis Skills



Assessment Skill Development

Assessment Task
1. Quizzes
2. Consumption Activities
3. Activity Presentations
4. Consumption Journal
5. Examination
5a. Consumer Profile Slide
5b. Oral interview



Analysis Skills

Lecture format

- I'll discuss the various concepts
- We'll be doing self-test quizzes in the lecture:
 - Hint: These will be helpful in doing the weekly quizzes.
- Administrative Matter:
 - Public holiday Mondays – Options
 1. Pre-recorded lecturer (with self-quiz options)
 2. Rescheduled In-person lecture

Tutorial Format

- Week 2 Tutorials
 - Overview and meet and greet
 - Activity presentations:
 - Group formation
 - Topic selection
 - Consumption Activity 1
- Week 3 onwards:
 - Activity Presentation
 - Consumption Activity
 - Consumption Journal or Consumer Profile Report Activity

Foundations of Consumer Behaviour

Chapters 1 and 2



You are here!

L1.2: Introduction: Consumer Behaviour

Why do we study consumers and consumption?



What is consumption?

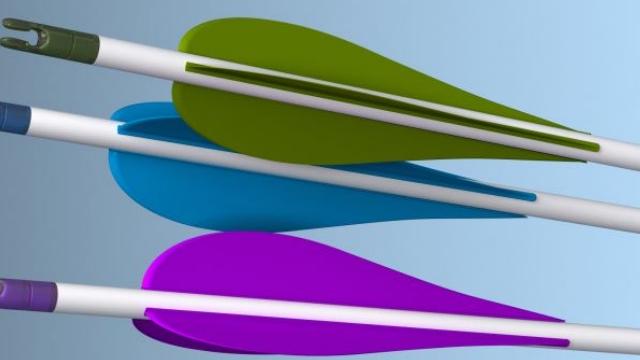
What is Consumer Behaviour?

The study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires.



Segmentation – Targeting - Positioning

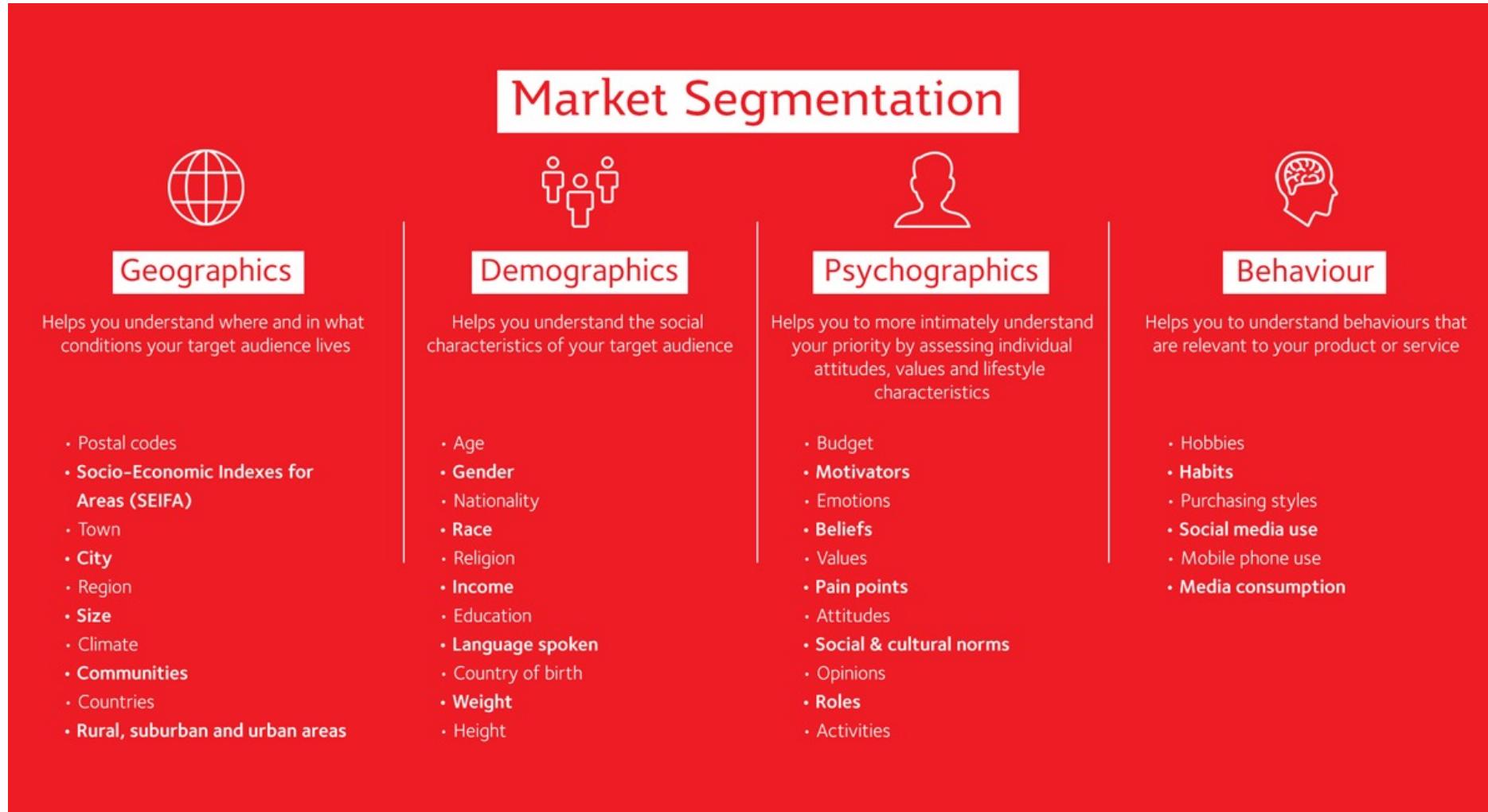




Segmentation, Targeting and Positioning (STP)

Goal	Implication
Identifying relevant segmentation variables	grouping by individual differences
Understanding how to communicate to target segments	applying appropriate marketing mix tactics
Understanding how the target segment is likely to perceive / respond to marketing efforts	achieving desired consumer response

Segmentation Methods and Variables



L1.3: Consumption: Theoretical Perspectives

How we understand consumption

Q: Why do we consume?

A: Value!



Value types

- *Exchange value*: a transaction in which two or more organisations or people give and receive something of value, e.g. market price.
- *Value-in-use*: the satisfaction from a good or service's attributes and quality when they are consumed, i.e. the consumption experience
- *Symbolic value*: consumptions as a means to communicate self- or social-identity.
- *Value co-creation*: rather than previous three types which assume value is unidirectional from producer to consumer; Co-creation is the collaboration between organisations and consumers to create value.

Consumption: Theoretical Perspectives of Consumption

- **Economic perspective:**
 - Products are a bundle of attributes that yield benefits
 - Industry creates value – Consumers destroy value
- **Symbolic perspective:**
 - Products are vessels of meaning that signify similarly across all consumers
 - Industry creates symbols – symbols are transferred to consumers to create value
- **Consumer culture perspective:**
 - Consumption is part of market system, and can be creative and destructive
 - The market system is culturally embedded, involves multiple agents in different power positions
 - Products are consumed in a variety of ways by different groups of consumers based on the cultural and market systems they are embedded within

Source: Holt, Douglas B (1995). "How Consumers Consume: A Typology of Consumption Practices". *Journal of Consumer Research*, Vol. 22(1), pp.1-16.

Example 1



Example 2



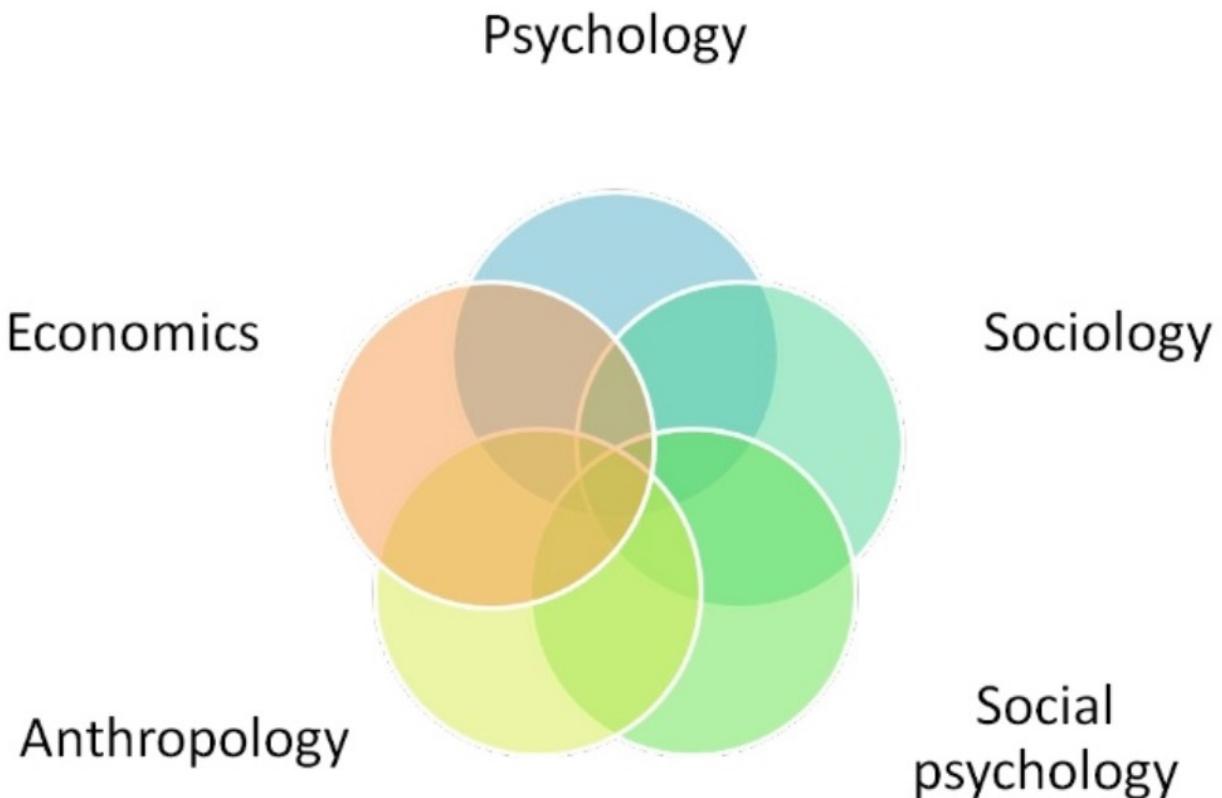
Example 3



L1.4: Consumption: Research Perspectives

How do we understand consumer's

Consumer Behavior Is Interdisciplinary



Philosophical Perspectives



Positivism
(Modernism)

Interpretivism
(Postmodernism)

Positivism v Interpretivism

POSITIVISM

- Assumes that society has objective social facts
- Society exerts influence on its members
- Quantitative Data
- Objectivity

INTERPRETIVISM

- Reality is constructed through the meanings created by individuals
- Our actions are the result of our own meanings not external forces
- Qualitative Data
- Subjective meaning

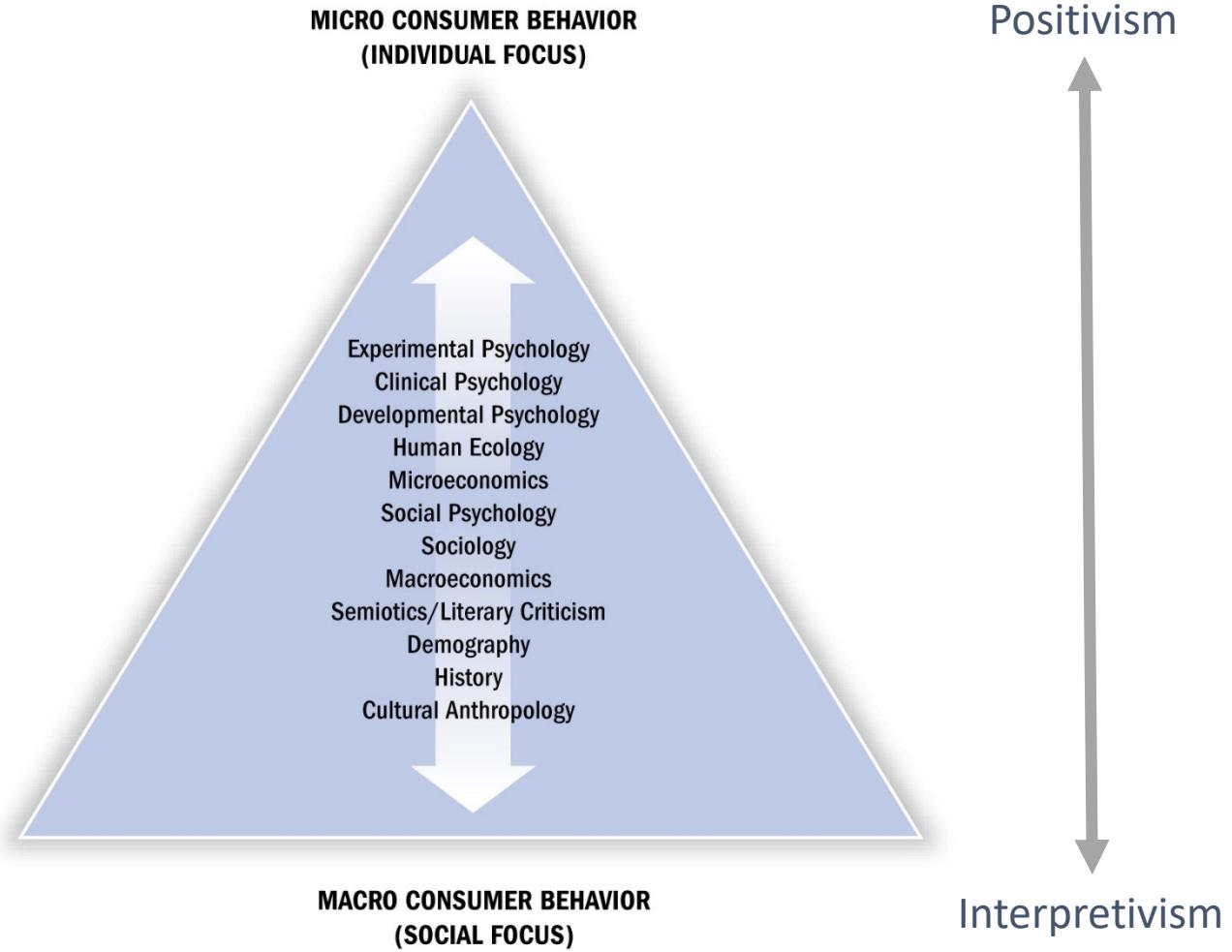
Example of Positivism in Consumer Research



Example of Interpretivism in Consumer Research



Consumer Research



L1.5: Consumption types

How we consume

Consumption Typologies: How we consume

- **Consuming as an experience**
 - An emotional or aesthetic reaction to consumption objects
- **Consuming as integration**
 - Learning and manipulating consumption objects to express aspects of the self or society
- **Consuming as classification**
 - The activities that consumers engage in to communicate their association with objects both to self and to others
- **Consuming as play**
 - Consumers use objects to participate in a mutual experience and merge their identities with that of a group

Source: Holt, Douglas B (1995). "How Consumers Consume: A Typology of Consumption Practices". *Journal of Consumer Research*, Vol. 22(1), pp.1-16.

Marketing in Action: Game launches



Consumption Typologies: Gamer Example

- **Consuming as an experience**
 - I play the game and think its awesome.
- **Consuming as integration**
 - I build my avatar and choose the storylines to follow.
- **Consuming as classification**
 - I set my social media profile pic to my avatar.
- **Consuming as play**
 - I play with others online and join the game's subreddit to discuss the game.



Source: Holt, Douglas B (1995). "How Consumers Consume: A Typology of Consumption Practices". Journal of Consumer Research, Vol. 22(1), pp.1-16.

Example 1



Example 2



Example 3



Example 4



L1.6: Marketing Ethics

How we should market

Ethically Speaking: Influence vs Manipulation

- Do marketers create artificial needs?
 - *Need*: A basic biological motive
 - *Want*: One way that society has taught us that need can be satisfied
- Are advertising and marketing necessary?
 - Economics of information perspective: Advertising is an important source of consumer information
- Do marketers promise miracles?
 - Advertisers simply don't know enough to manipulate people

How much is the individual responsible for consumption?

Buyer beware v Seller regulation

Consumer responsibilisation

- “is a moralizing, neoliberal governance process that leverages market logic—free choice, rationality, and individual responsibility—to shift responsibility for addressing social problems from the state to the individual”
 - (Barnhart, Huff and Scott, 2024: 1009)

Consumer Responsibilisation in Action



bp Target Neutral

Home

Carbon management services >

What is carbon offsetting

Calculate and offset travel emissions

Our carbon offset project portfolio >



Home / Calculate and offset travel emissions

Calculate and offset travel emissions

Tackling carbon emissions from travel

Reducing emissions is the most important step on the journey, but offsetting can help when there are emissions that can't be immediately reduced. You can use our quick carbon calculator to work out your annual carbon emissions from travel, then offset your carbon emissions by paying to fund an equivalent carbon reduction or prevention somewhere else in the world.

[Calculate your emissions](#)

Consumer Responsibilisation in Action



State Solution to Social Problems

About Carbon Markets

Guarantee of Origin >

Australian Carbon Exchange

Market Contacts

Supporting market integrity >

Contracts for carbon and renewable market trades

Buying ACCUs >

Carbon market licensing requirements

Quarterly Carbon Market Reports

Corporate Emissions Reduction Transparency report >

Subscribe to email updates

News and updates

Market engagement and resources

About Carbon Markets

20 December 2022 | Markets

Quarterly Carbon Market Reports

The Clean Energy Regulator's Quarterly Carbon Market Reports provide a regular view of supply and demand across the carbon markets schemes we administer and explores key factors that influence market performance. The report also provides information on trends and opportunities that may inform market decisions.

For the latest data and news across Australia's carbon markets see the [Quarterly Carbon Market Reports](#).

2022 was an eventful year for Australia's ACCU market. The Clean Energy Regulator's [Snapshot of Australia's ACCU Market 2022](#) highlights key developments and supply and demand factors affecting the ACCU market.

National carbon markets

The Clean Energy Regulator administers national carbon markets for:

- the Emissions Reduction Fund, which supplies Australian carbon credit units (ACCUs)
- the Renewable Energy Target, which creates tradable large-scale generation certificates (LGCs) and small-scale technology certificates (STCs).

Participation in the [Emissions Reduction Fund](#) is voluntary and provides incentives for a range of organisations and individuals to adopt new practices and technologies to reduce their emissions. The Clean Energy Regulator is the major purchaser of ACCUs, however there is increasing demand for ACCUs from businesses and other levels of government, with some purchasers seeking ACCUs with co-benefits.

The Clean Energy Regulator is in the process of developing an [Australian Carbon Exchange](#) that will make the trading of ACCUs simpler, supporting rapidly increasing demand from the corporate sector. It will help foster the growth in Australia's vibrant carbon markets, where ACCUs credited from approved [Emissions Reduction Fund](#) projects can be traded among individuals and businesses.

The [Renewable Energy Target](#) consists of two schemes: the Large-scale Renewable Energy Target (LRET) that provides incentives for large-scale renewable energy power stations and the Small-scale Renewable Energy Scheme (SRES) that creates incentives to install small-scale renewable energy systems. Demand for renewable energy certificates is set in legislation each year. However, there is increasing demand from businesses and

Discussion:

- Is it consumers' responsibility to buy no or little plastic?
- Is it consumers' responsibility to recycle plastic?
- What are the alternatives to the plastic problem?

The end.