

# Department of Marketing | Te Mātauranga Tokoka

## Otago Business School | Te Kura Pakihi

Semester Two | Kaupeka Tuarua  
2024

### MART464 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 students with an advanced understanding of consumer behaviour. Students will be provided with an opportunity to critically explore the application of consumer marketing theories to contemporary consumer behaviour topics on sustainable consumption.

**Semester Two**

**0.1667 EFTS**

**20 points**

#### Prerequisites:

#### Teaching Staff | *Kaiako*

##### Course Coordinator

Name: Associate Professor Kirsten Robertson  
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Office Hours: Please refer to Blackboard

##### Lecturer

Name: Associate Professor Leah Watkins  
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**Lecturer**

Name: Dr John Williams  
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**Lecturer**

Name: Dr Rob Thomson  
Office: OBS 4.32  
Email: rob.thomson@otago.ac.nz  
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You should contact Kirsten Robertson with any administrative enquiries about the course.  
All requests for late submissions of assignments should be addressed to Dr Mathew Parackal

**Email:** mathew.parackal@otago.ac.nz

**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 | *Mōhihio akoranga*

**Lecture Day/Time:** Tuesday 12:00-2:00pm

**Room:** OBS4.26

Students must attend **seminars** as per the course calendar.

The course involves a mixture of lecture led and student led seminars.

Class participation and discussion are considered integral components of the learning experience. There is a strong expectation that students will engage in class discussions in an informed way.

**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 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 | *Te Nui o te Mahi*

MART464 is a 20 point course. As a general guide, 1 point represents study in formal instruction or independent study for 12 hours, made up of a combination of lectures, laboratories, tutorials assignments and readings. As a result, you should anticipate spending approximately 240 hours on this subject over the duration of the semester.

## Calendar | *Maramataka*

Week	Week Commencing*	Topic	Reading
1	15 July	Introduction Individual factors that shape consumer behaviour – Motivations, needs and values. (LW)	TBA
2	22 July	Individual factors that shape consumer behaviour – Understanding consumers from a psychological perspective. (RT)	TBA
3	29 July	Lit review and Netnography project instructions (KR)	TBA
4	5 August	Individual factors that shape consumer behaviour – The subconscious (JW)	TBA
5	12 August	Ethics, Politics and Sustainable Consumption (LW)	TBA
6	19 August	<b>Contemporary Topic and Discussion:</b> Sustainable Consumption (LW)	TBA
7	26 August	<b>Contemporary Topic and Discussion:</b> Sustainable Consumption (LW)	TBA
<b>Mid Semester Break</b> <b>2<sup>nd</sup> – 6<sup>th</sup> September</b>			
8	9 September	Sociological and Psychological effects of social media and screen time (JW)	TBA
9	16 September	Social Marketing: Focus on Sustainability (RT)	TBA
10	23 September	<b>Contemporary Topic and Discussion:</b> Topic: Social Marketing and Sustainability (RT)	TBA
11	30 September	<b>Contemporary Topic and Discussion:</b> Topic: Social Marketing and Sustainability (RT)	TBA
12	7 October	The Past and Future of Consumption (LW)	TBA
13	14 October	EXAM (RT)	

**\* First week of Semester 2 is ACADEMIC WEEK 29**

**Lectures end Friday 18 October**

**University Exam Period Second Semester Begins Monday 21<sup>st</sup> October until Saturday 9<sup>th</sup> November.**

## 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 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	Requirements to pass this paper
Topic Presentation	2 x 15-minute seminars	Each seminar is worth 15%	To pass this paper, students must complete all pieces of assessment and obtain an overall result of 50% or more for the paper.
Netnography Project	Week of 16 <sup>th</sup> September	30%	
Exam	Week of the 14 <sup>th</sup> of October	40%	

### Course Requirements

In order to pass this paper, students must complete all pieces of assessment and obtain an overall result of 50% or more for the paper.

### Assessment Format

**Student seminars:** Students will be asked to critically summarise and present to the class on one assigned reading related to the class discussion topic. 15% is awarded for each of the 2 seminars (total 30%).

**Netnography:** Students will work in pairs to investigate a contemporary topic using netnography (30%).

**Final Exam:** The final exam will be essay style questions which cover material from lectures, readings, assignments and class discussion (40%).

## **Student seminars (30%)**

### **TASK**

Provide a comprehensive overview of the assigned article, including a summary of its main arguments, findings, and the broader area it addresses. In your evaluation, critically assess the research by identifying its strengths, weaknesses, and opportunities for additional research. Pay particular attention to the substantive, conceptual, and methodological contributions, and limitations.

Develop insightful questions for discussion that will engage the class in a deeper understanding of the topic. Suggest one or two potential extensions for further research, as well as the implications of the findings beyond the academic sphere. Your discussion questions should encourage thoughtful dialogue.

### **Presentation Format:**

- 10-minute presentation using PowerPoint
- 5 minutes for discussion

### **Presentation Content:**

- 1. Problem/Issue and significance:**
  - Provide a clear and concise summary of the main problem or issue discussed in the paper.
  - Discuss why this problem is important to address, both within the academic community and in real-world applications.
  - **Use additional sources to exemplify and contextualize the problem, highlighting its relevance and impact in the broader field.**
- 2. Research Gap Development:**
  - Describe the argument the authors used to identify and articulate their research gap.
  - Source and review the articles cited in the paper's literature review. Summarize their key points and explain how these previous studies contribute to the development of the research gap.
  - Discuss how the identified gap sets the stage for the current research.
- 3. Research Methodology and Results**
  - Explain the method the authors used to answer their research question.
  - Describe and explain the findings of the research.
- 4. Conclusions and Contribution.**
  - Explain the contribution of the research.
  - Explain what the research adds to the subject area and its contribution.
- 5. Extension ideas.**
  - Identify areas for further research as highlighted by the authors.
  - Suggest two potential extensions for a new research study.
- 6. Discussion Questions:**
  - Raise two stimulating questions for the class to discuss.

## Student Seminar Marking Guide:

Criteria	Exemplary	Good	Adequate	Unsatisfactory
<b>Problem and Significance</b>	Exemplary explanation of the significance of the problem, with clear articulation of how the authors justified the research gap.	Good explanation of the significance of the problem.	Adequate explanation of the significance of the problem.	Unsatisfactory explanation of the significance of the problem.
<b>Method and Results</b>	Exemplary explanation and critique of the method and results, addressing accuracy and validity.	Good explanation and critique of the method and results.	Adequate explanation and critique of the method and results.	Unsatisfactory explanation and critique of the method and results.
<b>Conclusions and Contribution</b>	Exemplary explanation of the conclusions and what the research adds to the subject area.	Good explanation of the conclusions and contribution.	Adequate explanation of the conclusions and contribution.	Unsatisfactory explanation of the conclusions and contribution.
<b>Extension Ideas</b>	Extension ideas are exemplary, feasible, and insightful.	Extension ideas are thoughtful and feasible.	Two extension ideas provided.	Extension ideas are not feasible or thoughtful.
<b>Discussion Questions</b>	Exemplary questions resulting in robust discussion/debate.	Good questions resulting in discussion.	Adequate questions resulting in some discussion.	Inadequate questions resulting in little discussion.
<b>Presentation (Verbal and PowerPoint)</b>	Exemplary slides and clear, fluent verbal presentation.	Good slides and good verbal presentation.	Adequate slides and verbal presentation.	Poor slides and unclear verbal presentation.
<b>Timing</b>	Presentation 10 minutes.	Presentation slightly over/under 10 minutes.	Presentation more than a minute over/under 10 minutes.	Presentation more than two minutes over/under 10 minutes.

## Netnography Project - Completed in Pairs (30%)

### TASK

In this assignment, you will employ netnography to analyse a consumer behaviour sustainability problem or opportunity based on comments in an online community. Your objective is to understand the behaviours and attitudes of consumers towards a proposed or implemented policy that impacts their sustainability behaviours.

Written Report

#### 1. Literature Review and Argument Development (1500 words)

- **Define the Sustainability Issue:** Specify the sustainability area provided during the lecture.
- **Synthesis of Previous Literature:** Summarise what is known about consumer behavior regarding the specific sustainability issue from existing literature.

## 2. Method (1000 words)

- **Data Collection:**
  - Describe how and where the data was sourced.
  - Specify the online sources used and provide a rationale.
  - Indicate which comments were analysed and why.
  - State the number of comments analysed.
- **Data Analysis:**
  - Explain the process of data analysis.
  - Describe how themes were identified.
  - Include a table showing your coding scheme.

## 3. Results (1000 words)

- **Presentation of Findings:**
  - Report and describe the themes you identified.
  - Detail your findings using quotes from the data to support the identified themes.

## 4. Discussion (800 words)

- **Analysis of Results:**
  - Reflect comprehensively on the viewpoints presented in the results.
  - Link findings back to the research covered in the literature review. Discuss how your findings extend, corroborate, or question existing knowledge.
  - Discuss the implications of your findings.
  - Identify areas for future study.
  - Discuss the limitations of your research.

## 5. Recommendations (500 words)

- **Policy and Behavioral Suggestions:**
  - Provide recommendations for policy regulation, social marketing, or changes in consumer behavior based on your findings.

## Netnography Project Marking Rubric

Criteria	Exemplary	Good	Adequate	Unsatisfactory
<b>Literature Review and Argument Development (1500 words)</b>	Clearly defines the sustainability issue with comprehensive details. Excellent synthesis of previous literature, showing deep understanding and critical analysis. Strong, well-supported arguments.	Clearly defines the sustainability issue. Good synthesis of previous literature, showing solid understanding. Well-supported arguments.	Defines the sustainability issue but lacks depth. Adequate synthesis of previous literature. Arguments are somewhat supported.	Poor or unclear definition of the sustainability issue. Inadequate synthesis of previous literature. Weak or unsupported arguments.
<b>Method (1000 words)</b>	Detailed description of data collection methods and sources. Clear rationale for chosen sources. Comprehensive analysis process with clear coding scheme. Analysed a significant number of comments.	Good description of data collection methods and sources. Reasonable rationale for chosen sources. Clear analysis process with coding scheme. Analysed an adequate number of comments.	Basic description of data collection methods. Some rationale for sources. Basic analysis process with a coding scheme. Analysed a limited number of comments.	Inadequate or unclear description of data collection methods. Poor or no rationale for sources. Incomplete or unclear analysis process. Insufficient number of comments analysed.
<b>Results (1000 words)</b>	Detailed presentation of findings. Clearly identified and well-explained themes. Strong use of quotes to support themes.	Clear presentation of findings. Identified and explained themes. Good use of quotes to support themes.	Basic presentation of findings. Identified themes with some explanation. Limited use of quotes to support themes.	Poor or unclear presentation of findings. Unclear or unsupported themes. Insufficient or no use of quotes to support themes.
<b>Discussion (800 words)</b>	Comprehensive analysis of results. Strong linkage to literature review. Thorough discussion of implications, future study areas, and research limitations.	Good analysis of results. Clear linkage to literature review. Good discussion of implications, future study areas, and research limitations.	Basic analysis of results. Some linkage to literature review. Basic discussion of implications, future study areas, and research limitations.	Poor or unclear analysis of results. Weak or no linkage to literature review. Inadequate discussion of implications, future study areas, and research limitations.
<b>Recommendations (500 words)</b>	Practical and well-justified recommendations. Clear suggestions for policy regulation, social marketing, or changes in consumer behavior.	Reasonable recommendations. Clear suggestions for policy regulation, social marketing, or changes in consumer behavior.	Basic recommendations. Some suggestions for policy regulation, social marketing, or changes in consumer behavior.	Poor or unclear recommendations. Inadequate or no suggestions for policy regulation, social marketing, or changes in consumer behavior.



## 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 Blackboard.

## Learning Outcomes | *Hua Akoranga*

Learning Outcome	Topic Presentations	Netnography Project	Exam	Total
Demonstrate an in-depth knowledge of traditional theory and contemporary issues in consumer behaviour.	X		X	
Demonstrate the ability to apply consumer behaviour theory to marketplace practice.		X		
Analyse issues logically, to challenge conventional assumptions, to consider different options and viewpoints, and make informed conclusion about consumer behaviour issues.	X	X	X	
Effectively communicate information, arguments, and research in the form of a presentation.	X			
Effectively communicate information, arguments, and research in writing		X	X	
Demonstrate the ability to acquire new knowledge and new skills, the capacity for self-directed activity and ability to work independently	X	X	X	
<b>Total</b>	30%	30%	40%	100%

## **Academic Integrity | *Pono-ā-wānanga***

**Students should ensure that all submitted work is their own.** Plagiarism is a form of academic misconduct (cheating). It is defined as copying or paraphrasing another's work and presenting it as one's own. Any student found responsible for academic misconduct in any piece of work submitted for assessment shall be subject to the University's dishonest practice regulations, which may result in serious penalties, including forfeiture of marks for the piece of work submitted, a zero grade for the course, or in extreme cases, exclusion from the University. The University of Otago reserves the right to use plagiarism detection tools.

Students are advised to inform themselves about University policies concerning dishonest practice and take up opportunities to improve their academic and information literacy. If necessary, seek advice from academic staff, or the Student Learning Centre. The guideline for students is available at this link: <https://www.otago.ac.nz/study/academicintegrity/index.html>

Further information about the Academic Integrity Policy, the Student Academic Misconduct Procedures and the Academic Integrity can be found through the links below. The Academic Integrity website in particular has a number of useful links and suggestions as to where students can get help with referencing issues.

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

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

## **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 Blackboard. Students are encouraged to check Blackboard regularly. It is the student's responsibility to be informed.