



BUS304 CONSUMER BEHAVIOUR T324 Brief

All information in the Subject Outline is correct at the time of approval. KOI reserves the right to make changes to the Subject Outline if they become necessary. Any changes require the approval of the KOI Academic Board and will be formally advised to those students who may be affected by email and via Moodle.

Information contained within this Subject Outline applies to students enrolled in the trimester as indicated

1. General Information

1.1 Administrative Details

Associated HE Award(s)	Duration	Level	Subject Coordinator
B Bus (Accg); B Bus (Mgt & Finance)	1 trimester	Level 3	Dr Steffi (Jianchun) LI jianchun.li@koi.edu.au P: +61 (2) 9283 3583 L: Level 1, 545 Kent St. Consultation: via Moodle or by appointment.

1.2 Core / Elective

This is an elective subject for B Bus (Accg) and B Bus (Mgt & Finance)

1.3 Subject Weighting

Indicated below is the weighting of this subject and the total course points.

Subject Credit Points	Total Course Credit Points
4	BBus(Accg) 96; BBus (Mgt & Finance) 96

1.4 Student Workload

Indicated below is the expected student workload per week for this subject:

No. timetabled hours/week*	No. personal study hours/week**	Total workload hours/week***
4 hours/week (2 hour Lecture + 2 hour Tutorial)	6 hours/week	10 hours/week

* Total time spent per week at lectures and tutorials

** Total time students are expected to spend per week in studying, completing assignments, etc.

*** Combination of timetable hours and personal study.

1.5 Mode of Delivery Classes will be face-to-face or hybrid. Certain classes will be online (e.g., special arrangements).

1.6 Pre-requisites BUS104 Introduction to Marketing

1.7 General Study and Resource Requirements

- Students are expected to attend classes with the weekly worksheets and subject support material provided in Moodle. Students should read this material before coming to class to improve their ability to participate in the weekly activities.
- Students will require access to the internet and their KOI email and should have basic skills in word processing software such as MS Word, spreadsheet software such as MS Excel and visual presentation software such as MS PowerPoint.



- o Computers and WIFI facilities are extensively available for student use throughout KOI. Students are encouraged to make use of the campus Library for reference materials.

Resource requirements specific to this subject: No specific resource requirements for this subject.

1.8 Academic Advising

Academic advising is available to students throughout teaching periods including the exam weeks. As well as requesting help during scheduled class times, students have the following options:

- o Consultation times: A list of consultation hours is provided on the homepage of Moodle where appointments can be booked.
- o Subject coordinator: Subject coordinators are available for contact via email. The email address of the subject coordinator is provided at the top of this subject outline.
- o Academic staff: Lecturers and Tutors provide their contact details in Moodle for the specific subject. In most cases, this will be via email. Some subjects may also provide a discussion forum where questions can be raised.
- o Head of Program: The Head of Program is available to all students in the program if they need advice about their studies and KOI procedures.
- o Vice President (Academic): The Vice President (Academic) will assist students to resolve complex issues (but may refer students to the relevant lecturers for detailed academic advice).

2. Academic Details

2.1 Overview of the Subject

A clear understanding of consumer behaviour is critical for developing and evaluating effective marketing strategies. This subject provides a theoretical grounding in the field of customer behaviour examining both the internal and external human factors affecting behaviour and decision-making. It develops an awareness and understanding of customers as the central focus of marketing action, and discusses relevant theories developed in marketing, psychology and other behavioural sciences. This subject develops students' abilities to apply customer behaviour concepts to marketing problems.

2.2 Graduate Attributes for Undergraduate Courses

Graduates of the *Bachelor of Business (Accounting)*, and the *Bachelor of Business (Management and Finance)* courses

from King's Own Institute will achieve the graduate attributes expected from successful completion of a Bachelor's degree under the Australian Qualifications Framework (2nd edition, January 2013). Graduates at this level will be able to

apply an advanced body of knowledge from their major area of study in a range of contexts for professional practice or scholarship and as a pathway for further learning.

King's Own Institute's generic graduate attributes for a bachelor's level degree are summarised below:

	KOI Bachelor Degree Graduate Attributes	Detailed Description
	Knowledge	Current, comprehensive and coherent knowledge
	Critical Thinking	Critical thinking and creative skills to analyse and synthesise information and evaluate new problems
	Communication	Communication skills for effective reading, writing, listening and presenting in varied modes and contexts and for transferring knowledge and skills to a variety of audiences

	Information Literacy	Information and technological skills for accessing, evaluating, managing and using information professionally
	Problem Solving Skills	Skills to apply logical and creative thinking to solve problems and evaluate solutions
	Ethical and Cultural Sensitivity	Appreciation of ethical principles, cultural sensitivity and social responsibility, both personally and professionally
	Teamwork	Leadership and teamwork skills to collaborate, inspire colleagues and manage responsibly with positive results
	Professional Skills	Professional skills to exercise judgement in planning, problem solving and decision making

Across the course, these skills are developed progressively at three levels:

- **Level 1 Foundation** – Students learn the basic skills, theories and techniques of the subject and apply them in basic, stand-alone contexts.
- **Level 2 Intermediate** – Students further develop skills, theories and techniques of the subject and apply them in more complex contexts, beginning to integrate the application with other subjects.
- **Level 3 Advanced** – Students have a demonstrated ability to plan, research and apply the skills, theories and techniques of the subject in complex situations, integrating the subject content with a range of other subject disciplines within the context of the course.

2.3 Subject Learning Outcomes

This is a Level 3 subject.

Listed below, are key knowledge and skills students are expected to attain by successfully completing this subject:

Subject Learning Outcomes	Contribution to Graduate Attributes
a) Elucidate the contribution of Consumer Behaviour to marketing and strategy development	   
b) Critically apply models of consumer decision making to specific examples of consumer behaviour	    
c) Evaluate the influence of the internal factors of perception, motivation, learning, attitude and personality/psychographics on the behaviours of consumers	    
d) Evaluate the influence of the external factors of reference groups, family, social class, culture and market forces on the behaviour of consumers.	    

2.4 Subject Content and Structure

Below are details of the subject content and how it is structured, including specific topics covered in lectures and tutorials. Reading refers to the text unless otherwise indicated.



Weekly Planner:

Week (beginning)	Topic covered in each week's lecture		Expected work as listed in Moodle
1 28 Oct	Overview of consumer behavior	Ch. 1	Go through assessments. Discuss questions related to W1's topic
2 04 Nov	Consumer Ethics, the Marketplace, and the Planet	Ch. 2	Discuss questions related to W2's topic
3 11 Nov	Consumer perception	Ch. 3	Discuss questions related to W3's topic.
4 18 Nov	Learning and memory	Ch. 4	Discuss questions related to W4's topic. Assessment 2 due: Formative Assessment (Individual)
5 25 Nov	Motivation	Ch. 5	Discuss questions related to W5's topic
6 02 Dec	Attitude and attitude change	Ch. 6	Discuss questions related to W6's topic Assessment 3 due: Individual Report (Individual)
7 09 Dec	Consumer decision making process	Ch. 7	Discuss questions related to W7's topic
8 16 Dec	Purchase and post- purchase activities	Ch. 8	Discuss questions related to W8's topic
9 06 Jan	Personality, values, and lifestyles	Ch. 9 and 10	Discuss questions related to W9's topic Assessment 4 due: Group Report (Group)
10 13 Jan	Impact of demographics on consumer behaviour	Ch. 11 and 13	Assessment 4 due: Group Report Presentation Discuss questions related to W10's topic
11 20 Jan	Group influence	Ch. 12	Discuss questions related to W11's topic
12 28 (Tue) Jan	Culture, and cross- cultural influence	Ch. 14	Discuss questions related to W12's topic Assessment 5 due: Research Exercise Assessment (Individual)
13 03 Feb	Study Review Week and Final Exam Week		
14 10 Feb	Examinations Continuing students - enrolments for T125 open		Please see exam timetable for exam date, time and location
15 17 Feb	Student Vacation begins New students - enrolments for T125 open		



Week (beginning)	Topic covered in each week's lecture	Expected work as listed in Moodle
16 24 Feb	Results Released Review of Grade Day for T324 – see Sections 2.6 and 3.2 below for relevant information. Certification of Grades NOTE: More information about the dates will be provided at a later date through Moodle/KOI email.	
T125 3 Mar 2025		
1 03 Mar	Week 1 of classes for T125	

2.5 Teaching Methods/Strategies

Briefly described below are the teaching methods/strategies used in this subject:

- *Lectures* (2 hours/week) are conducted in seminar style and address the subject content, provide motivation and context and draw on the students' experience and preparatory reading.
- *Tutorials* (2 hours/week) include class discussion of case studies and research papers, practice sets and problem-solving and syndicate work on group projects. Tutorials often include group exercises and so contribute to the development of teamwork skills and cultural understanding. Tutorial participation is an essential component of the subject and contributes to the development of many of the graduate attributes (see section 2.2 above). Tutorial participation contributes towards the assessment in many subjects (see details in Section 3.1 for this subject). Supplementary tutorial material such as case studies, recommended readings, review questions etc. will be made available each week in Moodle.
- *Online* teaching resources include class materials, readings, model answers to assignments and exercises and discussion boards. All online materials for this subject as provided by KOI will be found in the Moodle page for this subject. Students should access Moodle regularly as material may be updated at any time during the trimester
- *Other contact* - academic staff may also contact students either via Moodle messaging, or via email to the email address provided to KOI on enrolment.

2.6 Student Assessment

Provided below is a schedule of formal assessment tasks and major examinations for the subject.

Assessment Type	When Assessed	Weighting	Learning Outcomes Assessed
Assessment 1: Class Participation (Individual)	Week 3 - Week 12	10%	a, b, c, d
Assessment 2: Short Essay (Individual)	Week 4	10%	a, c
Assessment 3: Individual Report (Individual)	Week 6	25%	a, b, c
Assessment 4: Group Report (Group) Group Presentations	Week 9	35%	a, b, c, d
Assessment 5: Research Exercise Assessment (Individual)	Week 12	20%	a, b, c, d



Requirements to Pass the Subject:

To gain a pass or better in this subject, students must gain a *minimum of 50%* of the total available subject marks.

2.7 Prescribed and Recommended Readings

Provided below, in formal reference format, is a list of the prescribed and recommended readings.

Prescribed Text:

Solomon, Michael R., 2023, *Consumer Behavior: Buying, Having and Being*, 14th ed, Pearson. Available from: ProQuest Ebook Central.

Recommended Reading:

ACMA, 2020, *Trends in online behaviour and technology usage - ACMA consumer survey 2020*, [Online], available from: <https://www.acma.gov.au/sites/default/files/2020-09/Trends-in-online-behaviour0-and-technology-usage-ACMA-consumer-survey-2020.pdf>

Bakis, Selen and Kitapci, Hakan., 2023, *Why do consumers purchase green clothing?* Investigating symbolic meanings beyond social status and the role of consumer mindset, *Journal of Fashion Marketing and Management*, March 2023.

Gupta, Karnika and Singh, Narendra., 2020, *Consumption Behaviour and Social Responsibility: A Consumer Research Approach*, Springer.

Gupta, Seema., 2021, *How People Buy Online: The Psychology Behind Consumer Behaviour*, SAGE Publications India Pvt, Ltd.

Hoyer, Wayne D., MacInnis, Deborah J., Pieters, Rik., Chan, Eugene and Northey Gavin., 2021, *Consumer Behaviour*, 2nd Asia-Pacific Edition, Cengage Learning Australia.

Rathore, Pradeep., Saha, Esha., Chakraborty, Sayan and Tiwari, Aviral Kumar., 2022, *Assessing impact of consumer perceived CSR on consumer attitude and purchase behaviour in retail segment: a stakeholder theory perspective*, *Society and Business Review*, August 2022.

Rogers, Jessica., 2021, *The Digital Marketing Landscape : Creating a Synergistic Consumer Experience*, Business Expert Press.

Sudharshan, Devanathan., 2020, *Marketing in Customer Technology Environments : Prospective Customers and Magical Worlds*, Emerald Publishing Limited.

References available from EBSCOhost research databases:

- International Journal of Consumer Studies
- Journal of Consumer Behaviour
- Journal of Consumer Culture
- Journal of Consumer Marketing
- Journal of Consumer Research

Useful Websites:

The following websites are useful sources covering a range of information useful for this subject. However, most are not considered to be sources of Academic Peer Reviewed theory and research. If your assessments require academic peer reviewed journal articles as sources, you need to access such sources using the Library database, Ebscohost, or Google Scholar. Please ask in the Library if you are unsure how to access Ebscohost. Instructions can also be found in Moodle.



- Australian Competition and Consumer Commission (ACCC) - Provides information about consumer rights, business rights and obligations and anti-competition conduct www.accc.gov.au
- Australian Food News Provides lots of 'easy read' articles focussing on the Australian Food industry – current trends and consumer behavior as it affects the industry. The link takes you straight to articles related to consumer behavior <http://www.ausfoodnews.com.au/tag/consumer-behaviour>
- Business Insider Australia – Consumer Behaviour
<http://www.businessinsider.com.au/category/consumer-behavior>
- Consumer Goods Retailing in Australia - Market Research Report, updated in Nov 2020:
<https://www.ibisworld.com/au/industry/consumer-goods-retailing/1720/>
- Demographic Trends, Household Finances and Spending, published by The Reserve Bank of Australia in 2020 <https://www.rba.gov.au/publications/bulletin/2020/mar/pdf/demographic-trends-household-finances-and-spending.pdf>
- Marketing Magazine – Consumer Behaviour articles
<http://www.marketingmag.com.au/?s=consumer+behaviour&submit=Submit+Query>
- The Research Society, a peak body in Australia, provides market and social research data, data analytics, customer experience and insight in Australia. <https://researchsociety.com.au/news>