

Week	List of Topics	Assessments Due
1 25 Jul 2016	Introduction and overview to Consumer Behaviour: Why study CB?	None
2 1 Aug 2016	Consumer Research: Methods and approaches	
3 8 Aug 2016	Consumers as Individuals: Consumer Perception	Weekly Question response to be submitted 4pm the evening before this session
4 15 Aug 2016	Consumers as Individuals: Consumer Learning and Memory	Weekly Question response to be submitted 4pm the evening before this session Academic Honesty Module to be completed
5 22 Aug 2016	Consumers as Individuals: Influences of Personality and motivation on consumers	Weekly Question response to be submitted 4pm the evening before this session
6 29 Aug 2016	Consumers as Individuals: Attitudes and Changing attitudes	Weekly Question response to be submitted 4pm the evening before this session

Week 1:

Assessment:

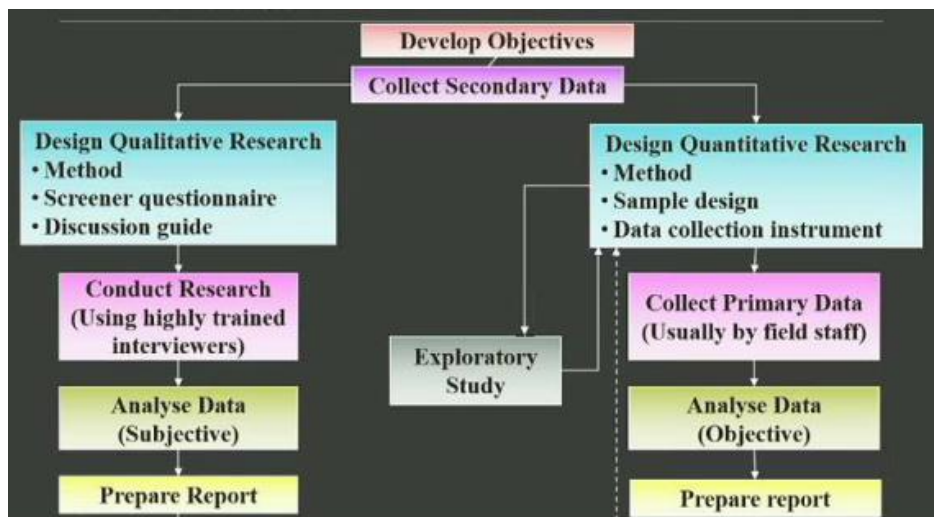
Weekly Assignment from week 3-week6. $(4 \times 3\% + 2)$

Mid-session Exam (15%)

- Multiple Choice questions (**week 1- week 6**)
- Multiple Choice involves **Problem-solving, Critical thinking**; not the definition of consumer behaviour, you might get the script to ask you analysis what is the best solution.
- The exam is 1 hour (+10 minutes reading time) in duration
- Will be held in-class in **Week 7** during the regular lecture period
- Test your knowledge and **understanding of theoretical concepts& their application to business problems/situations.**
 - Psychological/sociological & economic principles, concepts& theories
 - Applied to consumers, why they behave & consume the way they do

Oral Presentation & Written Assignment Overview

- Form groups of 4-5 students from same class
- Choose a global trend from Euromonitor's top ten consumer trends then:
 - Research the trend
 - Identify/ propose a consumer product or service for that trend
 - Identity the consumer target subsegment & develop the positioning / targeting plan
- Each group will have a 20 minute consultation with the lecturer to discuss their initial idea, modify if needed, & have their idea approved
- Oral Presentation **15%** (Part 1 of Project)
 - 4-5 slide preliminary presentation
 - Each group member will present **one part/one slide**
 - **Individual** mark for presentation
 - Marked on presentation **style, clarity, communication ,logic and content**
- Written Assignment **25%** (Part 2 of Project)
 - Max 2500 words excluding Appendix & References



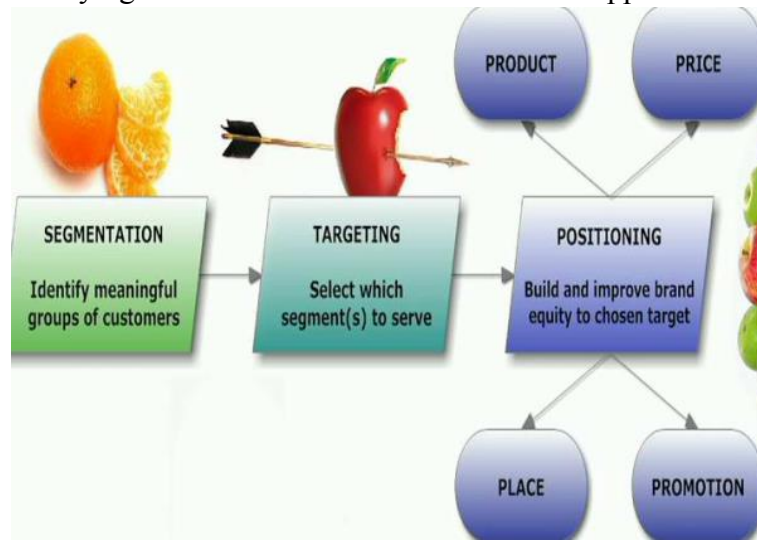
(not important)

The six major steps in the consumer research process are:

1. **Defining the objectives of the research** (what's the questions here? Brand manager→” How much the consumer like my brand?” the first step is very important)
2. **Collecting and evaluating secondary data** (How do I figure out which aspect got problem? →Do you need to go out to collect data? Do I need to run a survey? Or can some secondary data tell me what I need to know? For instance, whether consumers intend to buy my products? →Sales compared to the past years to the sales to the nearest competitor→ sales and reports→good estimation of market share that I have. Do I need to run a survey? Might not, there might some existing secondary data out there already that saved you lots of money. If there is some secondary that I can collect to answer my questions? If yes, why should I spend extra money? Many decisions of market research and consumer research are driven by budget constraint)
 - Secondary Data: Data that has been collected for reasons other than the specific research project at hand [Eg.](#) Australian Bureau of Statistics (ABS)
 - Sources of Secondary Data:
 - Internal Corporate Information
 - Government Agencies
 - Trade and Industry Associations
 - Marketing Research Firms
 - Commercial Publications
 - News Media
3. **Designing a primary research study**
 - Original research undertaken by individual researchers or organisations to meet specific objectives
 - Quantitative studies more likely for collecting description information
 - Qualitative studies may be used to get new ideas

What is Market Segmentation?

- The process of dividing a market into distinct subsets of consumers with common needs and selecting one or more segments to target with a distinct marketing mix.
- Three Phases in Marketing Strategy
 - Segment the market into homogenous clusters on a suitable base
 - Select one or more segments to target with a specific product or promotional appeal
 - Position that product so that it is perceived by each market segment as satisfying that market's needs better than the opposition.



- **Criteria for Effective Targeting of Market Segment (ISSA)→ checklist: Does the segment work for you?**

- Identification (Segments must be identifiable so that the marketer can determine which consumers belong to a segment and which do not)
- Sufficiency (Are there enough people to make money from)
- Stability (the group doesn't change)
- Accessibility (The market segment should be reachable, particularly in terms of distribution and communications)

- **How Marketers Use Segmentation**

- To discover the needs and wants of consumers
- To guide the redesign and repositioning of existing products
- For repositioning strategies- to find new market segments
- To shape advertising and promotional campaigns- messages and media. (May have different promotional campaigns for different segments)

- **Bases for Segmentation (How do we do segmentation)**