Tutorial Letter 101/3/2018

Consumer Behaviour

MNM2605

Semesters 1 and 2

Department of Marketing and Retail Management

IMPORTANT INFORMATION:

Please activate your myUnisa and myLife email addresses and make sure that you have regular access to the myUnisa module site MNM2605-2018-S1 & S2, as well as your group site.

Note: This is an online module and therefore it is available on myUnisa. However, in order to support you in your learning process, you will also receive some study material in printed format.
CONTENTS

Page

1 INTRODUCTION .................................................................................................................. 3

2 PURPOSE OF AND OUTCOMES FOR THE MODULE .................................................. 3
   2.1 Purpose .................................................................................................................. 3
   2.2 Outcomes ............................................................................................................. 4

3 LECTURER AND CONTACT DETAILS ........................................................................ 4
   3.1 Lecturer .............................................................................................................. 4
   3.2 Lecturer availability ............................................................................................ 4
   3.3 University .......................................................................................................... 5

4 MODULE-RELATED RESOURCES ................................................................................. 5
   4.1 Prescribed books ................................................................................................. 5

5 STUDENT SUPPORT SERVICES FOR THE MODULE ........................................... 6
   5.1 Study groups ....................................................................................................... 6
   5.2 myUnisa ............................................................................................................. 6
   5.3 Tutorial support .................................................................................................. 6
   5.4 Predatory providers of classes and examination support ................................... 7
   5.5 TVET Agreements .............................................................................................. 7

6 MODULE-SPECIFIC STUDY PLAN ............................................................................. 7

7 ASSESSMENT ................................................................................................................. 9
   7.1 General remarks .................................................................................................. 9
   7.2 Submission of assignments ................................................................................ 10
   7.3 Compulsory and self-evaluation assignments .................................................... 10
   7.4 Commentaries and feedback on assignments .................................................... 10
   7.5 Submission dates of compulsory assignments .................................................. 10
   7.6 Year Mark .......................................................................................................... 11

8 EXAMINATION ............................................................................................................. 11
   8.1 Examination Paper ............................................................................................. 11
   8.2 Previous examination papers ............................................................................. 12

9 FREQUENTLY ASKED QUESTIONS .......................................................................... 12

10 CONCLUSION ............................................................................................................. 12

APPENDIX A: ASSIGNMENTS .................................................................................... 13

APPENDIX B: PAGE REFERENCE GUIDE .................................................................... 31

APPENDIX C: ADDITIONAL READING LIST ............................................................ 35
1 INTRODUCTION

Dear Student

It is important to note that consumers are different and may take on different roles in the purchasing decisions in which they participate. To understand their consumers, marketers need to know everything they can about them, for example, what their consumers need and want; how they perceive marketing messages, such as advertisements and products; how to influence their attitudes; what motivates them; and how they make decisions about buying and using products. It is also necessary to study the culture of the members of the target market and the groups that influence their behaviour. Once the consumer behaviour of a target market has been studied and analysed, the marketer can proceed to influence the consumers to have a favourable attitude towards their particular market offering.

We shall do our best to make your study of this module interesting, useful and successful. You will be well on your way to success if you start studying early in the semester and resolve to do the assignments properly.

You will receive a number of tutorial letters during the semester. A tutorial letter is our way of communicating with you about teaching, learning and assessment. Tutorial Letter 101 – this tutorial letter – contains important information about the scheme of work, the assignments and guidelines for preparing and submitting the assignments for this module. Furthermore, the prescribed study material and other resources, and information on how to obtain these, are given. We have also included general information about this module, as well as administrative guidelines. We urge you to read the tutorial letter carefully and to keep it at hand when working through the study material, preparing the assignments, preparing for the examination and addressing questions to your lecturers.

You will also receive Tutorial Letter 301 MRMALL8/2018 at the start of the semester. Please read it in combination with Tutorial Letter 101, as it gives you an idea of generally important information when studying at a distance in this department and in the School of Management Sciences. Later on in the semester you will also be able to access tutorial letters providing guidelines to the assignments and information on how to prepare for the examination on myunisa.

From the onset we would like to point out that you must read all the tutorial letters you receive during the semester immediately and carefully, as they always contain important and, sometimes, urgent information.

We hope that you will enjoy this module and wish you all the best!

2 PURPOSE OF AND OUTCOMES FOR THE MODULE

2.1 Purpose

The aim of this module is to enable you to gain a better insight into, and an understanding of, the principles of consumer behaviour. It is, therefore, necessary to study the nature of consumer behaviour; external and group factors; internal and individual factors that influence consumer behaviour; consumer decision-making; organisational buyer behaviour; and marketing activities directed at influencing consumer behaviour.
2.2 Outcomes

After completing this module, you should be able to do the following:

- Explain the nature of consumer behaviour.
- Explain how to create market value for the consumer.
- Discuss the market characteristics that influence consumer behaviour.
- Explain the influence of culture and subculture on consumer behaviour.
- Discuss how reference groups and social class influence consumer behaviour.
- Discuss the influence of personal characteristics, personality and the self-concept on consumer behaviour.
- Explain and illustrate the influence of consumer perception and learning on consumer behaviour.
- Discuss the implications of motivation on consumer behaviour.
- Explain how attitudes influence consumer behaviour.
- Discuss the consumer decision-making process and the role of family decision-making in influencing the consumer.
- Explain and illustrate the diffusion of innovation and the consumer adoption process.
- Explain the concept of communication and persuasion in influencing consumer behaviour.
- Discuss the role of market segmentation in consumer behaviour.
- Explain the factors that influence consumer loyalty.
- Discuss the process that is followed in building relationships with consumers.
- Explain and illustrate the value of e-commerce in consumer behaviour.

3 LECTURER AND CONTACT DETAILS

3.1 Lecturer

My name is Mrs Corinne Wessels and I am the lecturer for this module. My contact details are as follows:

Address: AJH van der Walt Building
Office number: 5-59
Telephone: 012-429-8303
E-mail: marketing@unisa.ac.za

You may also contact me via myUnisa.

3.2 Lecturer availability

The lecturer for this module will be available to take phone calls on academic matters and/or to attend to students who may prefer to visit personally for academic engagement. However, the days and times of lecturer’s availability will be communicated in the module page on myUnisa. These days and times are subject to change from time to time in order to accommodate the lecturer’s work schedule and other commitments. The changes on the days and times will be communicated by the lecturer in advance through the announcement option on myUnisa as and when this happen. Students are advised to check the module page on myUnisa before making phone calls or visiting the lecturer’s office for academic enquiries/engagements.
3.3 University

Administrative enquiries concerning fees, receipt of assignments, examination dates etc should be directed to the relevant administrative departments. The details are listed below.

<table>
<thead>
<tr>
<th>Communication with the administrative departments of the University</th>
</tr>
</thead>
<tbody>
<tr>
<td>If you need to contact the University about matters not related to the content of this subject, please consult the booklet Study @ Unisa that you received with your study material. This booklet contains information on how to contact the University (for example, to whom you can write for different queries, important telephone and fax numbers, addresses and details of the times certain facilities are open).</td>
</tr>
<tr>
<td>Always have your student number at hand when you contact the University.</td>
</tr>
<tr>
<td>Please note that all administrative enquiries should be directed to the following:</td>
</tr>
<tr>
<td>Student admissions and registrations</td>
</tr>
<tr>
<td>Student assessment administration for assignments</td>
</tr>
<tr>
<td>Student assessment administration for examination</td>
</tr>
<tr>
<td>Despatch: Study material</td>
</tr>
<tr>
<td>Finance</td>
</tr>
<tr>
<td>ICT (myUnisa &amp; myLife)</td>
</tr>
<tr>
<td><a href="mailto:MyLifeHelp@unisa.ac.za">MyLifeHelp@unisa.ac.za</a></td>
</tr>
</tbody>
</table>

4 MODULE-RELATED RESOURCES

For library request service procedures (listed below), please consult the study @ Unisa brochure.

4.1 Prescribed books

The tutorial matter for this module consists of the following:

- ONE study guide and a number of tutorial letters available in English and Afrikaans (supplied by Unisa)
- TWO prescribed books (which you must obtain yourself)

The compulsory prescribed books for MNM2605 are:


Please refer to the list of official booksellers and their addresses in the study @ Unisa brochure.

Prescribed books can be obtained from the university’s official booksellers. If you have difficulty in locating your book(s) at these booksellers, please contact the Prescribed Books Section at 012-429-4152 or e-mail vospresp@unisa.ac.za.
5 STUDENT SUPPORT SERVICES FOR THE MODULE

For information on the various student support systems and services available at Unisa (for example, student counselling, tutorial classes, and language support), please consult the publication: study @ Unisa that you received with your study material.

5.1 Study groups

It is advisable to have contact with fellow students. One way to do this is to form study groups. The addresses of students in your area may be obtained from the following department:

Directorate: Student Administration and Registration
PO Box 392
UNISA
0003

5.2 myUnisa

Please note that contact with students via the internet is important as all your study material is also available under Official study material on myUnisa. You will also be able to utilise the Discussion forum where you can communicate with your lecturers and fellow students. Utilising myUnisa will also help you to get easy access to other resources and information of the university.

If you do not have access to a computer, please call the contact centre to enquire about using the Unisa computer centre at the main campus, or our satellite campuses.

TO REITERATE:

We use myUnisa to communicate with our students, so it is essential that you register with this service as quickly as possible and that you visit myUnisa regularly to keep abreast of any new developments or changes. Think about checking myUnisa for any communication from the lecturer or department before contacting us telephonically, as your query may already have been answered on myUnisa.

To go to the myUnisa website, start at the main Unisa website, http://www.unisa.ac.za, and then click on the "myUnisa" link under "mySTUDIES > Current students" within the orange-coloured block near the centre of the webpage. This will take you to the myUnisa website. You can also go there directly by typing in http://my.unisa.ac.za.

Please consult the publication Study @ Unisa, which you received with your other study material for more information on myUnisa. If you should misplace any of your study material, you can access this study material on myUnisa.

5.3 Tutorial support

Unisa offers tutor services for students as additional academic support at the various Unisa regional learning centres throughout the country. A tutorial is an organised session where students and the tutor(s) meet regularly at a particular venue and at scheduled times to discuss course material. The main purpose of the tutorial services is to facilitate student learning by
developing the student's independent learning skills and assisting students to become motivated. Tutorials help the students to develop and enhance their learning experience and academic performance through interaction with the tutor and fellow students. Tutorials are not compulsory and willing students receive tutorial support at a nominal fee. Interested students are advised to consult a learning centre closest to them to enrol for tutorials. For further information on tutorials consult the brochure Study @ Unisa.

5.4 Predatory providers of classes and examination support

Please be aware of the existence of multiple fraudulent and predatory providers of classes and examination guidance to Unisa students. Please note that Unisa do not have agreements with any of these agencies/schools/colleges to provide tuition or support to our students. Unisa also do not provide these predators with study material, guidelines or your contact information. These providers may not have the necessary expertise to assist you and often charge exorbitant fees. If you receive an invitation from any agency or college, it would be best to confirm with your lecturer if the provider is a legitimate Unisa partner.

5.5 TVET Agreements

Unisa, however, has agreements with a number of TVET colleges to provide contact tuition and support to students enrolled for the following Higher Certificates:

- Higher Certificate in Economic & Management Sciences
- Higher Certificate in Banking
- Higher Certificate in Tourism
- Higher Certificate in Accounting Sciences

More information on this is available on the Unisa website.

6 MODULE-SPECIFIC STUDY PLAN

Refer to the study @ Unisa brochure for general time management and planning skills.

Below is a study plan that we propose you use to work through the study material systematically, up to the examination. It is, however, merely a broad guideline and you may adapt it to fit your own particular time schedule. The time allocated to each topic also serves as an indication of its importance within the context of all the prescribed study material.

<table>
<thead>
<tr>
<th>Study unit</th>
<th>Topic</th>
<th>Time taken</th>
<th>Date to be completed (1st / 2nd semester)</th>
<th>Main learning areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Nature of consumer behaviour</td>
<td>4 hours</td>
<td>11 Feb/11 Jul</td>
<td>Defining, and the importance of, consumer behaviour, the application of knowledge of consumer behaviour and the role of consumer behaviour in marketing strategy and its nature.</td>
</tr>
<tr>
<td>2</td>
<td>Creating marketing value for consumers</td>
<td>4 hours</td>
<td>16 Feb/16 Jul</td>
<td>The definition of value, market value of a product or service and the value metrics process.</td>
</tr>
<tr>
<td></td>
<td>Course Title</td>
<td>Duration</td>
<td>Start Date</td>
<td>End Date</td>
</tr>
<tr>
<td>---</td>
<td>-------------------------------------------------------------------------------</td>
<td>----------</td>
<td>------------</td>
<td>------------</td>
</tr>
<tr>
<td>3</td>
<td>Market characteristics</td>
<td>4 hours</td>
<td>23 Feb</td>
<td>23 Jul</td>
</tr>
<tr>
<td>4</td>
<td>Culture and subculture</td>
<td>8 hours</td>
<td>01 Mar</td>
<td>01 Aug</td>
</tr>
<tr>
<td>5</td>
<td>Reference groups and social class</td>
<td>8 hours</td>
<td>7 Mar</td>
<td>7 Aug</td>
</tr>
<tr>
<td>6</td>
<td>Personal characteristics, personality and self-concept of consumers</td>
<td>8 hours</td>
<td>13 Mar</td>
<td>13 Aug</td>
</tr>
<tr>
<td>7</td>
<td>Consumer perception and learning</td>
<td>10 hours</td>
<td>20 Mar</td>
<td>20 Aug</td>
</tr>
<tr>
<td>8</td>
<td>Consumer motivation and attitudes</td>
<td>10 hours</td>
<td>27 Mar</td>
<td>27 Aug</td>
</tr>
<tr>
<td>9</td>
<td>Consumer decision-making process and family decision-making</td>
<td>8 hours</td>
<td>02 Apr</td>
<td>02 Sep</td>
</tr>
<tr>
<td>10</td>
<td>Diffusion of innovation and the consumer adoption process</td>
<td>14 hours</td>
<td>8 Apr</td>
<td>8 Sep</td>
</tr>
<tr>
<td>11</td>
<td>Communication and persuasion</td>
<td>14 hours</td>
<td>15 Apr</td>
<td>15 Sep</td>
</tr>
<tr>
<td>12</td>
<td>Market segmentation</td>
<td>8 hours</td>
<td>22 Apr/22 Sep</td>
<td>Introduction to market segmentation, the segmentation targeting positioning (STP) process, market segmentation, targeting, positioning and repositioning.</td>
</tr>
<tr>
<td>----</td>
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<td>---------------</td>
<td>----------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>13</td>
<td>Factors that influence consumer loyalty</td>
<td>8 hours</td>
<td>28 Apr/28 Sep</td>
<td>Introduction to consumer loyalty, brand loyalty and formation of brand loyalty, influence of brand names on product preference, brand image, brand loyalty and repeat buying behaviour, complex decision-making and brand loyalty, brand loyalty and vulnerability, stages of brand loyalty, brand loyalty and brand segmentation, brand correlates, models of brand loyalty, determining the loyal brand segment, consumer behaviour and brand types, store types and marketing implications.</td>
</tr>
<tr>
<td>14</td>
<td>Building relationships with consumers</td>
<td>8 hours</td>
<td>4 May/4 Oct</td>
<td>Building relationships, introduce the traditional marketing approach, relationship marketing, prerequisites for implementing customer relations management (CRM), technology as the facilitator of CRM, relationship loyalty and limitations of implementing CRM, the individual consumer approach and developing CRM strategies, and relationships with all stakeholders.</td>
</tr>
<tr>
<td>15</td>
<td>Value of e-commerce in consumer behaviour</td>
<td>4 hours</td>
<td>8 May/8 Oct</td>
<td>Introduction to the internet, the internet and consumer behaviour, as well as consumer behaviour.</td>
</tr>
</tbody>
</table>

### 7 ASSESSMENT

#### 7.1 General remarks

The assignments for this module are contained in Appendix A, further on in this tutorial letter. Before you do the assignments, please study the rest of this section.

Assignments are seen as part of your learning experience for this module. The process of doing the assignment includes studying the prescribed textbook, consulting other resources, discussing the work with fellow students or tutors, or doing additional research. You are, in fact,
actively engaged in learning. Pay attention to the assessment criteria for each assignment as these criteria will help you to understand what is required of you.

7.2 Submission of assignments

You must submit your assignment electronically via myunisa.

To submit an assignment via myUnisa

- Go to myUnisa.
- Log in with your student number and password.
- Select the module.
- Click on "Assignments" in the left-hand menu.
- Click on the assignment number you want to submit.
- Follow the instructions on the screen.

For detailed information and requirements, as far as the submissions of assignments are concerned, see the brochure study @ Unisa that you received with your study material.

ASSIGNMENTS MAY NOT BE SUBMITTED BY FAX OR E-MAIL.

7.3 Compulsory and self-evaluation assignments

There are TWO compulsory assignments for this module, both which are in the form of ten multiple-choice questions. There are non-negotiable submission deadlines for each of these two assignments (see Appendix A). You need to submit the first of these assignments if you wish to gain entry to the examination. Both compulsory assignments, however, contribute to your year mark.

You will see that there is also a THIRD assignment that is for self-evaluation purposes only. It is in the form of an essay-type question and you must NOT submit this assignment to Unisa for marking. Instead, the guidelines for answering this assignment have been provided in tutorial letter 202. This will help you to mark your assignment after you have completed it.

7.4 Commentaries and feedback on assignments

You will receive the correct answers to your assignment questions in Tutorial Letters 201 (for assignment 01) and 202 (for assignment 02). These tutorial letters will be available on myUnisa after the due date of the assignments. The assignments and the commentaries on these assignments constitute an important part of your learning and should help you to be better prepared for the next assignment and the examination.

7.5 Submission dates of compulsory assignments

Refer to Appendix A for assignment questions. The submission dates are:

- Semster 1
  - Assignment 1 (16 March 2018)
  - Assignment 2 (13 April 2018)

- Semester 2
  - Assignment 1 (24 August 2018)
  - Assignment 2 (28 September 2018)
7.6 Year marks

Your year mark, based on the mark obtained for the two compulsory assignments, contributes 20% towards your final mark, while your examination mark contributes 80%.

The combined weighted average of your year mark and examination mark must be 50% or higher for you to pass the module. However, you must obtain a minimum of 40% in the examination, regardless of your year mark. **If you obtain less than 40% in the examination your year mark will not be taken into account and you will fail.**

For example:

Assignment mark 01 = 60%
Assignment mark 02 = 80%
Average mark = 70% (60% + 80% / 2)
20% of the assignment mark = 14%

Examination mark = 50%
80% of the examination mark = 40%

Final mark = (20% assignment mark) + (80% examination mark)
= 14% + 40%
= 54%

You will need a final mark of at least 45% to qualify for a supplementary examination. Refer to Tutorial Letter MRMALL8/301/2018 for more information.

8 EXAMINATION

An examination will be scheduled for this module and the duration of the examination is two (2) hours. Refer to the *study @ Unisa* brochure for general examination guidelines and examination preparation guidelines.

Please note that students receive admission to the examinations on the submission of their first assignment on the date indicated in the Academic Calendar.

8.1 Examination paper

The format of the examination paper for undergraduate modules is as follows:

**ALL EXAMINATION PAPERS ARE TWO-HOUR EXAMINATIONS.**

The examination paper comprises two sections:

- **Section A is compulsory and counts 30 marks.** This section will consist of 30 multiple-choice questions.

- **Section B counts 40 marks.** You will be given three 20-mark questions, of which you have to answer any two. These questions will be essay-type questions and may have subsections. These questions may be based on a case study.
8.2 Previous examination papers

Previous examination papers can be found on myUnisa. In the third assignment we provide a previous examination question with a detailed memorandum (tutorial letter 202) to help you answer a typical essay-type question in the examination. We advise you, however, not to focus on this examination question only, as the questions you will get in the actual examination paper will be different. You may, however, accept that the questions format that will be asked in the examination will be similar to the question provided in the third assignment.

9 FREQUENTLY ASKED QUESTIONS

The Study @ Unisa brochure contains an A-Z guide of the most relevant study information.

10 CONCLUSION

We hope that you will enjoy this module. We believe it to be a very useful and practical module. Remember that the module requires you to work at your studies. The more you do, the more you will get out of your studies. Do not hesitate to contact me if you encounter academic queries or problems in your studies.

Kind regards,

Mrs EC Wessels
Department of Marketing and Retail Management
UNISA
APPENDIX A: ASSIGNMENTS

There are THREE assignments for this module. The FIRST TWO assignments (Assignments 01 and 02) are COMPULSORY multiple-choice assignments and must be submitted. Both compulsory assignments contribute to your year mark. You need to submit the first of these assignments if you wish to gain entry to the examination. The submission dates of these two assignments are non-negotiable.

The third assignment (Assignment 03) is a self-evaluation assignment and must NOT be submitted to the university.

<table>
<thead>
<tr>
<th>Semester</th>
<th>Ass no.</th>
<th>Due date</th>
<th>Unique number</th>
<th>Chapters to study</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>16/03/2018</td>
<td>843778</td>
<td>Based on Chapter 1 – 5</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Study unit 1-5</td>
</tr>
</tbody>
</table>

This assignment consists of 15 multiple-choice questions. Refer to section 7 of this tutorial letter for information on the submission of assignments.

QUESTION 1

Read the Collect-a-Can case study in Contemporary retail and marketing case studies (Van Heerden 2016) before you answer the following question.

The main goal of Collect-a-Can is to create …

1 satisfied customers.
2 environmental awareness.
3 competitive advantage.
4 brand awareness.

QUESTION 2

Shoprite donated a percentage of their revenue earned during 2017 to the “save the street children” campaign. This refers to … marketing.

1 social
2 instrumental
3 cognitive
4 promotional
QUESTION 3

Read the 40 Foods Distributors case study in Contemporary retail and marketing case studies (Van Heerden 2016) before you answer the following question.

The target market for 40 Foods Distributors is mothers. In this case mothers represent the role of … and … in the family decision-making process.

1   (a) selector   (b) supplier
2   (a) selector   (b) payer
3   (a) user      (b) payer
4   (a) user      (b) supplier

QUESTION 4

Christopher’s dad bought him the new Apple Watch 2 Series for his 21st birthday. Christopher fulfils the . . . role in the family decision-making process.

1   user
2   influencer
3   supplier
4   selector

QUESTION 5

Read the Primedia case study in Contemporary retail and marketing case studies (Van Heerden 2016) before you answer the following question.

There are various market characteristics and external influences that have an impact on an organisation. The MAIN external factor that influences the media industry of Primedia is …

1   technological.
2   economical.
3   governmental.
4   social.

QUESTION 6

Identify three group factors that play a role in influencing consumer behaviour.

a  Culture and subculture
b  Personality and self-concept
c  Market characteristics
d  Reference group and social class
e  Learning and perception

1   a b e
2   b c d
3   c d e
4   a c d
QUESTION 7

TAG Heuer uses Rodger Federer and Maria Sharapova as brand ambassadors for their brand. In the context of consumer behaviour, these two well-known persons are known as ... in their advertisement.

1. experts
2. role models
3. executives
4. opinion leaders

QUESTION 8

Read the Collect-a-Can case study in Contemporary retail and marketing case studies (Van Heerden 2016) before you answer the following question.

Based on the developing trends influencing consumer behaviour, Collect-a-Can focuses on ... marketing.

1. green
2. consumer
3. gender-based
4. cause-related

QUESTION 9

Lorraine assesses how well the new iPhone 8 will satisfy her needs by taking into account her knowledge of various brands and her overall experience with Apple iPhone thus far. This refers to a ... activity.

1. tactical
2. learning
3. physical
4. mental

QUESTION 10

Marlboro needs to deal with and implement the Tobacco Products Control Act when marketing their products to consumers. This example refers to ... factors.

1. economical
2. governmental
3. behavioural
4. technological
QUESTION 11

Tebogo is an accounting student at the Durban University of Technology. He attends classes every day and has daily face-to-face contact with her class mates. This is an example of a … reference group.

1  formal
2  informal
3  primary
4  secondary

QUESTION 12

Which option relates to the individual factors that Simphiwe will consider when making a decision on buying the new iPhone 8?

1  Motivation and family
2  Culture and subculture
3  Perception and learning
4  Attitude and social class

QUESTION 13

Louisa pays a premium price for the rental of an apartment very close to her work, this is an example of … value.

1  market
2  social
3  price
4  convenience

QUESTION 14

Global warming is an example of what type of market characteristics?

1  Technological
2  Social
3  Physical condition
4  Demographic

QUESTION 15

The fact that the death penalty still exists in a few countries may be viewed as highly immoral in some countries whereas in others it may be viewed as moral as judged by the standards of the country. This is an example of how countries may differ in terms of …

1  beliefs.
2  values.
3  customs.
4  norms.
When completing the mark-reading sheet or submitting this assignment via myUnisa, be sure to use the **correct unique** number as detailed below:

<table>
<thead>
<tr>
<th>Semester</th>
<th>Ass no.</th>
<th>Due date</th>
<th>Unique number</th>
<th>Chapters to study</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>13/04/2018</td>
<td>769598</td>
<td>Based on Chapter 1 – 17 (excluding chapter 14) and Study Guide unit 1 - 15</td>
</tr>
</tbody>
</table>

This assignment consists of 15 multiple-choice questions. Refer to section 8 of this tutorial letter for information on the submission of assignments.

**QUESTION 1**

From a marketing perspective, the process by which people select, organise and interpret stimuli to the five senses, namely sight, sound, smell, touch and taste is known as ...

1. motivation.
2. learning.
3. perception.
4. attitude.

**QUESTION 2**

Read the *40 Foods Distributors* case study in *Contemporary retail and marketing case studies* (Van Heerden 2016) before you answer the following question.

40 Foods Distributors offer their ice cream in 125 ml cups, 500 ml and 1 litre tubs. Which form of market segmentation is 40 Foods Distributors making use of?

1. Demographics
2. Psychographics
3. Benefits
4. Usage

**QUESTION 3**

Which statement regarding the self and self-concept is **INCORRECT**?

1. The awareness of how a person is differentiated from his or her surroundings is known as the individual’s sense of self.
2. Most individuals are unaware of how they are differentiated by their surroundings.
3. In the same way that an individual has an attitude towards a car or politics, the self is also an object of evaluation.
4. Attributes of self-concept can be described in terms of their content, such as attractive appearance versus mental aptitude.
QUESTION 4

Read the 40 Foods Distributors case study in Contemporary retail and marketing case studies (Van Heerden 2016) before you answer the following question.

What factor affecting the diffusion of innovation did 40 Foods Distributors use?

1  Trial
2  Complexity
3  Observation
4  Compatibility

QUESTION 5

Which ONE of the following groups describes the five roles in the family decision-making process the BEST?

1  Initiator, user, buyer, individual and adjudicator
2  Buyer, decider, user, influencer and disposer
3  Initiator, adjudicator, user, buyer and decider
4  Buyer, user, identifier, decider and disposer

QUESTION 6

Read the Primedia case study in Contemporary retail and marketing case studies (Van Heerden 2016) before you answer the following question.

Primedia does market segmentation according to …

1  demographic variables.
2  geographic locations.
3  needs and benefits.
4  usage behaviour.

QUESTION 7

This is the stage when John uses the product and evaluates whether the product fulfils his expectations. If the product satisfies his expectations, it may lead to brand loyalty. However, if he is dissatisfied with the product, he will complain or develop a negative attitude towards the product.

Based on the above statement, identify which stage of the consumer decision-making process John is in.

1  The response or buying decision
2  Search for information
3  Post-buying evaluation or response
4  Problem recognition
QUESTION 8

Read the *Primedia* case study in *Contemporary retail and marketing case studies* (Van Heerden 2016) before you answer the following question.

The marketing orientation that Primedia follows is ... orientation.

1. production
2. sales
3. profit
4. societal marketing

QUESTION 9

Pierre says: "I do not like that new golf shop. They do not sell any of my favourite golf products and brands." Pierre’s statement demonstrates an example of a/an ...

1. motive.
2. norm.
3. value.
4. attitude.

QUESTION 10

Read the *Ice Cream Ninjas* case study in *Contemporary retail and marketing case studies* before you answer the following question.

According to Ice Cream Ninjas, the latest buzzword is “purchase experience”; it is the experience the client feels after purchasing and cannot wait to share their experience with their peer groups. This scenario refers to the ... step in the consumer decision-making process.

1. fifth
2. third
3. fourth
4. second

QUESTION 11

Read the *Microsoft* case study in *Contemporary retail and marketing case studies* before you answer the following question.

Which one of the following was NOT a basis for segmentation that Microsoft used during the Microsoft Equity Equivalence programme?

1. Behavioural segmentation
2. Emotional segmentation
3. Geographic segmentation
4. Demographic segmentation
QUESTION 12

Which ONE of the following options best describes the element of learning in the case when consultants use Skip washing powder to wash clothes in public to show that it removes all stains in one wash?

1. Stimulus
2. Repetition
3. Response
4. Reinforcement

QUESTION 13

The following questions are based on the Tsogo Sun case study. Read through the case study in the Contemporary Retail and Marketing Case Studies book before answering the questions.

According to the case study, which competitive positioning strategy does Tsogo Sun focus on?

1. Positioning based on price
2. Positioning based on technical quality
3. Positioning based on service
4. Positioning based on benefit differentiation

QUESTION 14

When a consumer is described as "a 45-year-old African man", the marketer is making use of ... segmentation.

1. behavioural
2. lifestyle
3. need
4. demographic

QUESTION 15

Raphael aspires to become a member of a certain reference group. He chooses accessories such as watches, sunglasses and jackets that reflect the tastes or preferences of the group he wishes to join. His needs are an example of ... needs.

1. acquired
2. primary
3. innate
4. inborn
When completing the mark-reading sheet or submitting this assignment via myUnisa, be sure to use the correct unique number as detailed below:

<table>
<thead>
<tr>
<th>Semester</th>
<th>Ass no.</th>
<th>Due date</th>
<th>Unique number</th>
<th>Chapters to study</th>
</tr>
</thead>
<tbody>
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<td>2</td>
<td>1</td>
<td>24/08/2018</td>
<td>892368</td>
<td>Based on Chapter 1 – 5 Study unit 1-5</td>
</tr>
</tbody>
</table>

This assignment consists of 15 multiple-choice questions. Refer to section 8 of this tutorial letter for information on the submission of assignments.

**QUESTION 1**

Simphiwe is starting a new job and needs a briefcase. He goes to Business Accessory Corporation to buy a briefcase. He opens and carries the different brief cases, and he discusses the features of each one, as well as the advantages and disadvantages of each type of briefcase with the salesperson. This refers to … activity.

1. a mental
2. a physical
3. a tangible
4. an intangible

**QUESTION 2**

Read the Collect-a-Can case study in *Contemporary retail and marketing case studies* (Van Heerden 2016) before you answer the following question.

Collect-a-Can segments their market according to …

1. LSM 1–10.
2. income.
3. LSM 11.
4. race.

**QUESTION 3**

Which ONE of the following statements about values is INCORRECT?

1. Universal values satisfy the basic needs of the customer.
2. Personal values satisfy the wants of customers which are of a more personal nature.
3. Personal values are more diverse and vary from consumer to consumer.
4. Universal values are not linked to the expectations of the consumer in terms of basic needs.
QUESTION 4

Read the Collect-a-Can case study in Contemporary retail and marketing case studies (Van Heerden 2016) before you answer the following question.

Based on the developing trends that influence consumer behaviour, Collect-a-Can focuses on … marketing.

1 gender-based
2 consumer
3 green
4 cause-related

QUESTION 5

All Gold have recently launched a new tomato-mayo sauce and hands out sample sachets of the tomato-mayo sauce at grocery stores in order to enable consumers to taste the new product without the risk of losing money. This scenario refers to the … factor of diffusion of innovation.

1 risk
2 trial
3 complexity
4 observation

QUESTION 6

Read the Collect-a-Can case study in Contemporary retail and marketing case studies (Van Heerden 2016) before you answer the following question.

The main goal of Collect-a-Can is to create …

1 satisfied customers.
2 brand awareness.
3 competitive advantage
4 environmental awareness.

QUESTION 7

Which ONE of the following statements about culture is CORRECT?

1 Formal learning occurs when our parents teach us how to behave.
2 Acculturation occurs when two Xhosa people learn about the Xhosa culture.
3 Informal learning of culture occurs when we are taught by teachers in an educational environment.
4 A ritual is a type of symbolic activity consisting of a series of steps which occur in no particular sequence.
QUESTION 8

Indicate to Sarah which option presents the various roles that a consumer can fulfil in any transaction in the marketplace.

a. Selecting or choosing a product.
b. Using a product.
c. Extracting raw materials.
d. Paying for or buying a product.

1. c d e  
2. a b c  
3. b c d  
4. a b d

QUESTION 9

Indicate which ONE of the following options BEST describes aspirational groups.

1. These groups do not interact on a daily basis.
2. These groups include family, friends, neighbours and colleagues.
3. It is a more formal group with clearly defined structures and rules.
4. This is a group an individual wishes to belong to.

QUESTION 10

When Ster Kinekor donates R5 for every movie that is being watched in order to buy food for street children, Ster Kinekor is engaged in . . .

1. social marketing.
2. cause-related marketing.
3. green marketing.
4. economic marketing.

QUESTION 11

Which ONE of the following factors will influence consumer behaviour when the price of bread and milk increases due to the hike in petrol prices?

1. Physical factors.
2. Economic factors.
3. Governmental factors.
4. Demographic factors.
QUESTION 12

Which of the following options are determinants of reference group influence?

a Group influence is strongest when the use of a product is visible to the group.
b Reference group influence increases as the necessity of the item increases.
c The more relevant a particular activity is to the group’s function, the stronger the pressure will be to conform.
d The more committed the person feels to the group, the more he or she will conform to group norms.

1 One
2 Two
3 Three
4 Four

QUESTION 13

An organisation’s strategy based on certain beliefs about consumer behaviour such as why consumers buy certain products, or how an individual’s family may influence their buying behaviour is better known as a … strategy.

1 pricing
2 targeting
3 marketing
4 distribution

QUESTION 14

The owner of Pandora is unsure about the sequence of the steps in the adoption of a new product/brand process. Which option BEST illustrates the steps of the adoption process?

1 Awareness; interest; evaluation; trial; decision; confirmation
2 Interest; awareness; evaluation; trial; confirmation; decision
3 Evaluation; interest; awareness; trial; confirmation; decision
4 Interest; evaluation; awareness; trial; confirmation; decision

QUESTION 15

Read the 40 Foods Distributors case study in Contemporary retail and marketing case studies (Van Heerden 2016) before you answer the following question.

The target market for 40 Foods Distributors is mothers. In this case the mothers represent the role of … and …

1 (a) user       (b) payer.
2 (a) user       (b) supplier.
3 (a) selector   (b) supplier.
4 (a) selector   (b) payer.
SEMESTER 2 - ASSIGNMENT 02 – COMPULSORY – contributes to your year mark

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<table>
<thead>
<tr>
<th>Semester</th>
<th>Ass no.</th>
<th>Due date</th>
<th>Unique number</th>
<th>Chapters to study</th>
</tr>
</thead>
<tbody>
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<td>Based on Chapter 1 – 17 (excluding chapter 14) and Study Guide unit 1-15</td>
</tr>
</tbody>
</table>

This assignment consists of 15 multiple-choice questions. Refer to section 8 of this tutorial letter for information on the submission of assignments.

QUESTION 1

Read the Tsogo Sun case study in Contemporary retail and marketing case studies (Van Heerden 2016) before you answer the following question.

Which ONE of the following consumer needs does Project Magic mainly aim to satisfy?

1. Physiological needs
2. Safety needs
3. Social needs
4. Esteem needs

QUESTION 2

Cell C offers different cellular packages to various clusters of people with similar needs. These packages include prepaid, contract, hybrid and bundle services. Identify the general approach that Cell C uses to divide and cluster its total market.

1. Positioning
2. Mass marketing
3. Market segmentation
4. Relationship marketing

QUESTION 3

Read the Tiger Brands case study in Contemporary retail and marketing case studies (Van Heerden 2016) before you answer the following question.

All Gold is a well-loved brand name of Tiger Brands and has been OK Bazaars’ bestseller since 1927. All Gold has retained its positioning as a shareable delight – the very essence of taste and quality for 100 years, due to customer …

1. habit.
2. behaviour.
3. loyalty.
4. preference.
QUESTION 4

Lerato says: "I do not like the new coffee shop, because their coffee is too strong and they do not have chocolate cake." Lerato's statement is an example of a/n …

1 motive.
2 norm.
3 attitude.
4 value.

QUESTION 5

Read the 4aKid case study in Contemporary retail and marketing case studies (Van Heerden 2016) before you answer the following question.

4aKid have segmented their target market **MAINLY** according to … segmentation.

1 usage
2 geographic
3 demographic
4 psychographic

QUESTION 6

Patrick bought a burger at Loftus during a rugby match. His experience was not great as the burger was overcooked and lacked some sauce. Patrick will not buy a burger at Loftus again due to his newly formed perception. This scenario illustrates an element of perception which is …

1 based on the individual’s exposure.
2 selective.
3 subjective.
4 based on the individual's frame of reference.

QUESTION 7

Read the Ice Cream Ninjas case study in Contemporary retail and marketing case studies (Van Heerden 2016) before you answer the following question.

Ice Cream Ninjas said: "It’s all in the name." The organisation wants to create a brand that will be attractive to its target consumers, have a playful personality and show character. All these elements affect consumers’ attitude towards the brand. This refers to brand …

1 equity.
2 loyalty.
3 image.
4 preference.
QUESTION 8

Robert wants to become a member of a certain reference group. He chooses shoes that reflect the tastes and preferences of the group he wishes to join. His needs are an example of … needs.

1 inborn
2 primary
3 existence
4 acquired

QUESTION 9

Read the Microsoft case study in Contemporary retail and marketing case studies (Van Heerden 2016) before you answer the following question.

One of the criteria a company had to meet in order to apply for the Microsoft Equity Equivalence Program was that the company’s turnover could not exceed R10 million a year. This statement refers to … segmentation.

1 behavioural
2 geographic
3 psychographic
4 demographic

QUESTION 10

In marketing, the Gestalt theory is generally used as the basis for evaluating customer personality. Which ONE of the following statements BEST describes the Gestalt theory of personality?

1 This theory emphasises the fundamental role of social relationships in the formation and development of personality.
2 This theory focuses on the measurement of personality in terms of specific individual psychological characteristics called traits.
3 This theory tends to focus on what the customer buys, treating the purchase as a reflection and extension of the customer’s personality.
4 This theory views personality as the result of the interaction between the person and the total environment.
QUESTION 11

Read the 4aKid case study in Contemporary retail and marketing case studies (Van Heerden 2016) before you answer the following question.

It is very important for 4aKid to ensure that they build good relationships with their staff members on a continuous basis. Which of the following options represents the main factor that 4aKid uses to build good relationships with their staff members?

1. Self-actualisation
2. Employee-centric databases
3. Internal marketing
4. Training and motivation

QUESTION 12

Eva is making a smoothie from her brand new blender. Which **ONE** of the following options **BEST** describe the step Eva found herself in during the consumer buying process?

1. Information search
2. Decision making
3. Problem recognition
4. Post-purchase evaluation

QUESTION 13

After evaluating all the necessary information, which one of the following options is the next step in the consumer behaviour process?

1. Problem recognition
2. Information search
3. Decision making
4. Post-purchase evaluation

QUESTION 14

Exposure, attention, comprehension, acceptance and retention are the steps involved in ...

1. information processing.
2. the perceptual process.
3. pre-purchasing evaluation
4. the search for established products.
QUESTION 15

Forever New uses Melinda Bum to “advertise” their clothes. In the context of consumer behaviour, Melinda Bum will be seen as … in the Forever New’s advertisement.

1  a role model
2  an executive spokesperson
3  an expert
4  a practitioner
The guideline for answering assignment 3 will be provided in the tutorial letter 202.

Study the Standard Bank case study that is uploaded under additional resources on myUnisa and answer the following questions. When answering the self-assessment questions, you must highlight the theory and relevant practical application to show your knowledge and understanding of the subject content.

**QUESTION 1**

You are the marketing manager for Standard Bank. One of your responsibilities is to positively influence the consumer's perception towards Standard Bank. Discuss the perceptual process and practically highlight the actions that you could undertake as the marketing manager of Standard Bank to ensure positive exposure, attention, interpretation and recall is developed among clients.

**QUESTION 2**

Explain the following theories of learning, and illustrate with the aid of practical examples how you could apply these theories to the benefit of Standard Bank.

(a) Classical conditioning
(b) Instrumental conditioning
(c) Cognitive learning
# APPENDIX B: PAGE REFERENCE GUIDE

### Relevant study unit in your MNM2605 STUDY GUIDE

### Relevant pages in the 3rd edition of the prescribed book *(Brijball & Roberts-Lombard 2014)*

## TOPIC 1
INTRODUCTION TO CONSUMER BEHAVIOUR

<table>
<thead>
<tr>
<th>Study unit 1: Nature of consumer behaviour</th>
<th>Chapter 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1 Defining consumer behaviour</td>
<td>Page 2</td>
</tr>
<tr>
<td>1.2 Importance of consumer behaviour</td>
<td>Pages 7–13</td>
</tr>
<tr>
<td>1.3 The applications of knowledge of consumer behaviour</td>
<td>Pages 13–15</td>
</tr>
<tr>
<td>1.4 Role of consumer behaviour in a marketing strategy</td>
<td>Pages 15–17</td>
</tr>
<tr>
<td>1.4.1 Market analysis</td>
<td>Pages 17–19</td>
</tr>
<tr>
<td>1.4.2 Market segmentation</td>
<td>Pages 19–22</td>
</tr>
<tr>
<td>1.4.3 The marketing strategy</td>
<td>Pages 22–25</td>
</tr>
<tr>
<td>1.4.4 Outcomes</td>
<td>Pages 25–27</td>
</tr>
<tr>
<td>1.5 Nature of consumer behaviour</td>
<td>Pages 27–30</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Study unit 2: Creating market value for consumers</th>
<th>Chapter 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1 Definition of value</td>
<td>Page 35</td>
</tr>
<tr>
<td>2.2 Market value of a product or service</td>
<td>Pages 35–42</td>
</tr>
<tr>
<td>2.3 The organisation's perspective of measuring value</td>
<td>Pages 44–48</td>
</tr>
</tbody>
</table>

## TOPIC 2
EXTERNAL AND GROUP FACTORS THAT INFLUENCE CONSUMER BEHAVIOUR

<table>
<thead>
<tr>
<th>Study unit 3: Market characteristics</th>
<th>Chapter 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1 Demographical characteristics</td>
<td>Pages 55–61</td>
</tr>
<tr>
<td>3.2 Other market characteristics</td>
<td>Pages 61–68</td>
</tr>
<tr>
<td>3.3 Developing trends that influence consumer behaviour</td>
<td>Pages 68–75</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Study unit 4: Culture and subculture</th>
<th>Chapter 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.1 Nature of culture</td>
<td>Pages 81–84</td>
</tr>
<tr>
<td>4.2 Dynamic nature of culture</td>
<td>Pages 84–85</td>
</tr>
<tr>
<td>4.3 Subculture</td>
<td>Pages 85–86</td>
</tr>
<tr>
<td>4.4 Cultural values and society</td>
<td>Pages 86–90</td>
</tr>
<tr>
<td>4.5 South African core values</td>
<td>Pages 90–96</td>
</tr>
<tr>
<td>4.6 Measurement of culture</td>
<td>Pages 96–100</td>
</tr>
<tr>
<td>Relevant study unit in your MNM2605 STUDY GUIDE</td>
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<tr>
<td>-----------------------------------------------</td>
<td>-----------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td><strong>Study unit 5: Reference groups and social class</strong></td>
<td><strong>Chapter 5</strong></td>
</tr>
<tr>
<td>5.1 Nature of reference groups</td>
<td>Pages 106–107</td>
</tr>
<tr>
<td>5.2 Types of reference group</td>
<td>Pages 107–110</td>
</tr>
<tr>
<td>5.3 Determinants of reference group influence</td>
<td>Page 111</td>
</tr>
<tr>
<td>5.4 Social class</td>
<td>Pages 112–118</td>
</tr>
<tr>
<td>5.5 BMR research on changes in the South African class culture</td>
<td>Study Guide only</td>
</tr>
<tr>
<td><strong>TOPIC 3</strong></td>
<td><strong>INTERNAL AND INDIVIDUAL FACTORS THAT INFLUENCE CONSUMER BEHAVIOUR</strong></td>
</tr>
<tr>
<td><strong>Study unit 6: Personal characteristics (chapter 6), personality and self-concept of consumers (chapter 10)</strong></td>
<td><strong>Chapters 6 and 10</strong></td>
</tr>
<tr>
<td>6.1 Race</td>
<td>Pages 128–136</td>
</tr>
<tr>
<td>6.2 Gender</td>
<td>Pages 136–143</td>
</tr>
<tr>
<td>6.3 Age</td>
<td>Pages 143–156</td>
</tr>
<tr>
<td>6.4 Nature of personality</td>
<td>Pages 222–223</td>
</tr>
<tr>
<td>6.5 Characteristics of personality</td>
<td>Pages 223–225</td>
</tr>
<tr>
<td>6.6 Personality theories</td>
<td>Pages 225–227</td>
</tr>
<tr>
<td>6.7 Influence of personality on lifestyle</td>
<td>Pages 227–229</td>
</tr>
<tr>
<td>6.8 Value of personality to marketers</td>
<td>Pages 229–231</td>
</tr>
<tr>
<td>6.9 Self and self-concept</td>
<td>Pages 231–235</td>
</tr>
<tr>
<td><strong>Study unit 7: Consumer perception and learning</strong></td>
<td><strong>Chapter 7</strong></td>
</tr>
<tr>
<td>7.1 Nature of perception</td>
<td>Pages 161–163</td>
</tr>
<tr>
<td>7.2 Perceptual process</td>
<td>Pages 163–167</td>
</tr>
<tr>
<td>7.3 Perception and marketing</td>
<td>Pages 168–169</td>
</tr>
<tr>
<td>7.4 Nature of learning</td>
<td>Pages 170–171</td>
</tr>
<tr>
<td>7.5 Elements of learning</td>
<td>Pages 171–173</td>
</tr>
<tr>
<td>7.6 Theories of learning</td>
<td>Pages 173–177</td>
</tr>
<tr>
<td><strong>Study unit 8: Consumer motivation (chapter 8) and attitudes (chapter 9)</strong></td>
<td><strong>Chapters 8 and 9</strong></td>
</tr>
<tr>
<td>8.1 Nature of motivation</td>
<td>Pages 182–186</td>
</tr>
<tr>
<td>8.2 Classification of motives</td>
<td>Pages 186–193</td>
</tr>
<tr>
<td>8.3 Psychographics</td>
<td>Pages 193–195</td>
</tr>
<tr>
<td>8.4 Nature of consumer attitudes</td>
<td>Pages 203–204</td>
</tr>
<tr>
<td>8.5 ABC model of attitudes</td>
<td>Pages 204–207</td>
</tr>
</tbody>
</table>
### Relevant study unit in your MNM2605 STUDY GUIDE

<table>
<thead>
<tr>
<th>Relevant pages in the 3rd edition of the prescribed book <em>(Brijball &amp; Roberts-Lombard 2014)</em></th>
</tr>
</thead>
<tbody>
<tr>
<td>8.6 Functions of attitudes</td>
</tr>
<tr>
<td>8.7 Attitude formation</td>
</tr>
<tr>
<td>8.8 Attitude change</td>
</tr>
</tbody>
</table>

### TOPIC 4

CONSUMER DECISION-MAKING AND DIFFUSION OF INNOVATION

#### Study unit 9: Consumer decision-making process (chapter 12) and family decision-making/household decision-making (chapter 13)

<table>
<thead>
<tr>
<th>Study unit 9: Consumer decision-making process (chapter 12) and family decision-making/household decision-making (chapter 13)</th>
<th>Chapters 12 and 13</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.1 Consumer analysis</td>
<td>Pages 262–263</td>
</tr>
<tr>
<td>9.2 Consumer decision-making process</td>
<td>Pages 263–265</td>
</tr>
<tr>
<td>9.3 Buying situations</td>
<td>Pages 265–266</td>
</tr>
<tr>
<td>9.4 Stages of the decision-making process</td>
<td>Pages 266–277</td>
</tr>
<tr>
<td>9.5 Family decision-making or household decision-making</td>
<td>Pages 285–296</td>
</tr>
</tbody>
</table>

#### Study unit 10: Diffusion of innovation and the consumer adoption process

The topic and sections in this study unit are not covered in the prescribed book. The information in the study guide is sufficient and must be studied.

### TOPIC 5

MARKETING ACTIVITIES DIRECTED AT INFLUENCING CONSUMER BEHAVIOUR

#### Study unit 11: Communication and persuasion

The topic and sections in this study unit are not covered in the prescribed book. The information in the study guide is sufficient and must be studied.

#### Study unit 12: Market segmentation

<table>
<thead>
<tr>
<th>Study unit 12: Market segmentation</th>
<th>Chapter 11</th>
</tr>
</thead>
<tbody>
<tr>
<td>12.1 Introduction to market segmentation</td>
<td>Page 241</td>
</tr>
<tr>
<td>12.2 STP process</td>
<td>Pages 241–242</td>
</tr>
<tr>
<td>12.3 Market segmentation</td>
<td>Pages 424–251</td>
</tr>
<tr>
<td>12.4 Targeting</td>
<td>Page 253</td>
</tr>
<tr>
<td>12.5 Positioning</td>
<td>Pages 253–256</td>
</tr>
<tr>
<td>12.6 Repositioning</td>
<td>Pages 256–257</td>
</tr>
<tr>
<td>Study unit 13: Factors that influence consumer loyalty</td>
<td>Chapter 15</td>
</tr>
<tr>
<td>--------------------------------------------------</td>
<td>------------</td>
</tr>
<tr>
<td>13.1 Introduction to consumer loyalty</td>
<td>Page 327</td>
</tr>
<tr>
<td>13.2 Brand loyalty</td>
<td>Pages 328–331</td>
</tr>
<tr>
<td>13.3 Formation of brand loyalty</td>
<td>Pages 331–332</td>
</tr>
<tr>
<td>13.4 Influence of brand names on product preference</td>
<td>Pages 328–329</td>
</tr>
<tr>
<td>13.5 Brand image</td>
<td>Pages 329–330</td>
</tr>
<tr>
<td>13.6 Brand loyalty and repeat buying behaviour</td>
<td>Pages 332–333</td>
</tr>
<tr>
<td>13.7 Complex decision-making and brand loyalty</td>
<td>Pages 333–334</td>
</tr>
<tr>
<td>13.8 Brand loyalty and vulnerability</td>
<td>Page 334</td>
</tr>
<tr>
<td>13.9 Stages of brand loyalty</td>
<td>Pages 334–336</td>
</tr>
<tr>
<td>13.10 Brand loyalty and brand segmentation</td>
<td>Pages 336–337</td>
</tr>
<tr>
<td>13.11 Brand loyalty correlates</td>
<td>Pages 339–341</td>
</tr>
<tr>
<td>13.12 Models of brand loyalty</td>
<td>Pages 341–342</td>
</tr>
<tr>
<td>13.13 Determining the loyal brand segment</td>
<td>Pages 337–339</td>
</tr>
<tr>
<td>13.14 Consumer behaviour and brand types</td>
<td>Pages 342–343</td>
</tr>
<tr>
<td>13.15 Store loyalty</td>
<td>Pages 343–345</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Study unit 14: Building relationships with consumers</th>
<th>Chapter 16</th>
</tr>
</thead>
<tbody>
<tr>
<td>14.1 Introduction to building relationships</td>
<td>Page 354</td>
</tr>
<tr>
<td>14.2 Traditional marketing approach</td>
<td>Pages 354–357</td>
</tr>
<tr>
<td>14.3 Relationship marketing</td>
<td>Pages 357–360</td>
</tr>
<tr>
<td>14.4 Prerequisites for implementing CRM</td>
<td>Pages 360–365</td>
</tr>
<tr>
<td>14.5 Technology: the facilitator of CRM</td>
<td>Pages 365–370</td>
</tr>
<tr>
<td>14.6 Relationship loyalty</td>
<td>Pages 372–377</td>
</tr>
<tr>
<td>14.7 Limitations of implementing CRM</td>
<td>Refer to Study Guide only</td>
</tr>
<tr>
<td>14.8 Individual customer approach</td>
<td>Pages 377–378</td>
</tr>
<tr>
<td>14.9 Developing CRM strategies</td>
<td>Refer to Study Guide only</td>
</tr>
<tr>
<td>14.10 Relationships with all stakeholders</td>
<td>Pages 378–382</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Study unit 15: Value of e-commerce in consumer behaviour</th>
<th>Chapter 17</th>
</tr>
</thead>
<tbody>
<tr>
<td>15.1 Introduction to the internet</td>
<td>Pages 391–394</td>
</tr>
<tr>
<td>15.2 Internet and consumer behaviour</td>
<td>Pages 394–409</td>
</tr>
<tr>
<td>15.3 Online consumer behaviour</td>
<td>Pages 409–411</td>
</tr>
</tbody>
</table>
APPENDIX C: ADDITIONAL READING LIST

There are rapid developments and constantly new applications in the field of Customer/Consumer Behaviour. It is therefore recommended that you get some exposure to developments in this field on a regular basis. This can be done by reading magazines on this topic and also by consulting the Internet.

To help you, we shall give you the names of some websites you should visit and South African magazines that you should read – these are listed below.

In order to link up theory and practice, we recommend that you consult some additional material in this exciting and interesting field. You can consult magazines, books, and other relevant websites that you find for yourself.

Websites

I have endeavoured to provide a number of hyperlinks to useful websites to do with this module. Please visit these websites and browse through their content and try to learn more about this topic. The wider you read, the more you will benefit from this course.

- www.m4bmarketing.com/category/customer-behaviour/
- en.wikipedia.org/wiki/Consumer_behaviour
- analogik.com/article_analysis_of_consumer_behaviour_online.asp

Periodicals

It is a good idea for anyone who is interested in finding out more about current events and trends in Customer/Consumer Behaviour to read some relevant magazines. The following are some of the available low cost local popular titles, but remember they are not prescribed or compulsory and will not necessarily be found in the Unisa library.

- Journal of Customer Behaviour, Publisher: Westburn Publishers. ISSN: 1475-3928
- Journal of Consumer Behaviour, Publisher: John Wiley & Sons, ISSN: 1472-0817

For other more academic and international periodicals and journals, you can approach the Unisa library for advice.

Books

There are numerous books available on the market and you can, for the time being, consult your local bookstore and the Unisa library. You might want to consider the following books: