



COURSE OUTLINE

1. General specifications

Module Title: Understanding Consumer Behaviour

Level: IADB

Credits 15

Overview of the module

This module explores the factors that influence consumer behaviour including individual influences such as motives, values and perceptions and influences that derive from being part of a group. It also aims to provide insights into why consumers respond the way they do to marketing activities and the relevance of the theories of consumer behaviour to marketing decisions. The focus of the unit is on the consumer as an individual but comparisons will also be made with organisational buying decisions.

2. Module Delivery:

CLASS SUBJECT
1 Introduction to consumer behaviour. Influence of consumer motives and values. Module overview. Examination of needs and wants and the theories of motivation. Relationship between values and motivation. Evans et al Ch 1
2 Influence of consumer demographics. Examination of the role of age, gender and social grade in consumer behaviour. Evans et al Ch5
3 Influence of consumer psychographics. Examination of the role of personality in consumer behaviour. Evans et al Ch 6
4 Influence of social groups, family and culture. Examination of the nature of social group influence of consumer behaviour. Examination of how families buy and the relative contributions to the buying process. Examination of the nature of different consumer values across cultures. Evans et al Ch 7 & 8



5 New product buying. Examination of new product buying behaviour – diffusion-adoption of innovation theories. Evans et al Ch 9
6 Repeat buying, loyalty and relational buying. Examination of the nature of switching, defection and repeat purchasing. Encouraging customer loyalty. The nature and benefits of relational interaction between consumers and organisations. Evans et al Ch 10
7 Organisational buying behaviour. Examination of the differences between consumer and business markets. The organisation buying centre. The organization buying process and major influences. Evans et al Ch 13
8 Consumer response to marketing – exposure, attention and perception. Examination of the hierarchy of effects model- exposure, attention and perception Evans et al Ch 2
9 Consumer response to marketing – learning, attitude and action. Examination of the hierarchy of effects model – learning, attitude and action. Evans et al Ch 3 & 4
10 Consumer response to marketing – post- purchase. Examination of how consumers respond post-purchase. Customer satisfaction, post-purchase dissonance. Levels of consumer involvement in decision making. Evans et al Ch 4
11 Researching consumer behaviour. Examination of the complexity of identifying consumers’ motives. Motivation research techniques. Attitude measures. Evans et al Ch 1 & 3
12 Researching consumer behaviour – personalised databases. Examination of the use of consumer buying information to explain and predict consumers’ behaviour and facilitate individualised consumer-organisational interaction. Transactional data, pre- purchase data, geodemographics. Evans et al CH 11

Indicative reading

TEXT: Evans M, Jamal A, Foxhall G (2009) Consumer Behaviour, 2ed. John Wiley & Sons Ltd

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3. Module Assessment

Module Learning Outcomes

After completing this course, you should be able to:

Knowledge and understanding

1. Describe and appraise the importance of understanding consumer behaviour
2. Describe and explain the established theories used to explain consumer behaviour
3. Compare the differences between consumer and organisational buying decisions

Intellectual Skills

1. Demonstrate the relationship between the theory of consumer behaviour and the development of marketing activities
2. Critically analyse marketing activities and identify underlying consumer behaviour theories

Practical Skills

1. Apply theoretical frameworks to real world consumer contexts

Assessment Methods:

Number, Type and Weighting of Element

Final Assignment- 100%