

## Liverpool John Moores University

Title: CONSUMER AND BUYER BEHAVIOUR FOR BUSINESS  
Status: Definitive  
Code: **5000BUSBS** (117018)  
Version Start Date: 01-08-2019

Owning School/Faculty: Business and Management  
Teaching School/Faculty: Business and Management

Team	Leader
Mathew Analogbei	Y

**Academic Level:** FHEQ5      **Credit Value:** 24      **Total Delivered Hours:** 80

**Total Learning Hours:** 240      **Private Study:** 160

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	26
Tutorial	52

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Test	in class	In class assessments	50	
Exam	Exam	exam	50	2

### Aims

*To acquire knowledge about the importance of an understanding of the effects of consumer behaviour on business strategy.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Understand the consumer and the nature of decision processes and behaviour.
- 2 Identify the internal influences of consumer behaviour and their effects on business.
- 3 Identify the external influences that affect consumer behaviour and their effects on business.

## **Learning Outcomes of Assessments**

The assessment item list is assessed via the learning outcomes listed:

In class assessments	1	2
Exam	3	

## **Outline Syllabus**

*Module introduction: Studying Consumer Behaviour*  
*Foundations of Consumer Behaviour*  
*Consumer Psychology*  
*Consumer Motivation*  
*Consumer Perception*  
*Consumer Learning*  
*Consumer Attitudes*  
*Group Influences*  
*Family & Household Buying*  
*The Older Consumer*  
*Children as Consumers*  
*Culture & Sub-Culture*  
*Researching Consumers*

## **Learning Activities**

Lectures, tutorials, video, case studies, individual and group exercises, group presentations.

## **Notes**

In summary the module aims to provide students with knowledge about the issues and dimensions of consumer behaviour and the role that this plays within the business strategy and to recognise the importance of external and personal factors in determining behaviour and attitudes.