Liverpool John Moores University

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Title: CONSUMER BEHAVIOUR

Status: Definitive

Code: **5001BUSMK** (108285)

Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School Teaching School/Faculty: Liverpool Business School

| Team | Leader |
|----------------|--------|
| Karon Meehan | Υ |
| Joseph McGrath | |

Academic Credit Total

Level: FHEQ5 Value: 12.00 Delivered 28.00

Hours:

Total Private

Learning 120 Study: 92

Hours:

Delivery Options

Course typically offered: Semester 2

| Component | Contact Hours |
|-----------|---------------|
| Lecture | 13.000 |
| Tutorial | 13.000 |

Grading Basis: 40 %

Assessment Details

| Category | Short Description | Description | Weighting (%) | Exam Duration |
|----------|----------------------|-------------|---------------|------------------|
| Exam | AS1 | Examination | 100.0 | 2.00 |

Aims

To acquire konwledge about the issues and dimensions of consumer behaviour. To recognise the importance of external and personal internal factors in determining behaviour and attitudes.

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 Appreciate the cultural, social, personal and situational context of taste and consumption.
- 3 Analyse segmentational and psychological decision processes.

Learning Outcomes of Assessments

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

EXAM 1 2 3

Outline Syllabus

Topic 1: Module introduction: Studying Consumer Behaviour

Topic 2: Foundations of Consumer Behaviour

Topic 3: Consumer Motivation

Topic 4: Consumer Perception

Topic 5: Consumer Learning

Topic 6: Consumer Attitudes

Topic 7: Group Influences

Topic 8: Family & Household Buying

Topic 9: Culture & Sub-Culture

Topic 10: Consumerism

Learning Activities

Lectures and tutorials.

References

| Course Material | Book |
|-----------------|-------------------------------|
| Author | Schiffman, L.G. & Kanuk, L.L. |
| Publishing Year | 2007 |
| Title | Consumer Behaviour |

| Subtitle | |
|-----------|---------------|
| Edition | 9th |
| Publisher | Prentice-Hall |
| ISBN | 0-13-186960-4 |

| Course Material | Book |
|-----------------|-----------------------------------|
| Author | Evans, M., Jamal, A. & Foxall, G. |
| Publishing Year | 2006 |
| Title | Consumer Behaviour |
| Subtitle | |
| Edition | |
| Publisher | Wiley |
| ISBN | 0-470-09352-8 |

| Course Material | Book |
|-----------------|-----------------------|
| Author | Solomon, M.R. |
| Publishing Year | 2004 |
| Title | Consumer Behaviour |
| Subtitle | |
| Edition | 6th |
| Publisher | Pearson Prentice Hall |
| ISBN | 0-13-123011-5 |

| Course Material | Book |
|-----------------|--------------------------------------|
| Author | Arnould, E., Price, L. & Zinkhan, G. |
| Publishing Year | 2004 |
| Title | Consumers |
| Subtitle | |
| Edition | 2nd |
| Publisher | Mc Graw Hill |
| ISBN | 0-07-253714-0 |

Notes

To provide an integrative approach to consumer behaviour and the role that it plays within marketing strategy.

Feedback

Formative feedback will be given verbally via tutorial sessions. The tutorial sessions have been designed to test your knowledge and understanding on the previous lecture topic and you will be given feedback on this. There will also be a revision session in the final teaching week with the proposed answers to revision questions posted on Blackboard.

The assessment will be a two hour exam during the examination period which is between weeks 33-35.