

Liverpool John Moores University

Title: CONSUMER BEHAVIOUR AND MARKET DECISION MAKING
Status: Definitive
Code: **5031TEF** (103805)
Version Start Date: 01-08-2016

Owning School/Faculty: Sports Studies, Leisure and Nutrition
Teaching School/Faculty: Sports Studies, Leisure and Nutrition

Team	Leader
Steve Burns	Y

Academic Level: FHEQ5 **Credit Value:** 12 **Total Delivered Hours:** 15

Total Learning Hours: 120 **Private Study:** 105

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	8
Seminar	5
Tutorial	2

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Presentation (includes peer assessment)	40	
Presentation	AS2	Essay (2000 words)	60	

Aims

To introduce student to the theories underpinning consumer behaviour.
To recognise the stages of the consumer decision making process as it relates to different buying decisions.
To appreciate the social, cultural and psychological factors that may affect consumer behaviour.

To understand the relationship between marketing and consumer behaviour.

Learning Outcomes

After completing the module the student should be able to:

- 1 Evaluate theoretical perspectives underpinning consumer behaviour;
- 2 Identify the stages in the consumer decision making process and understand how this process relates to different types of buying decisions;
- 3 Evaluate psychological theories and sociological explanations of consumer behaviour;
- 4 Debate the relationship between the marketing process, consumer behaviour and consumption.

Learning Outcomes of Assessments

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

Presentation	1	4		
Essay	1	2	3	4

Outline Syllabus

Marketing and the consumer : the buying process and models of consumer decision making : patterns of consumption.

The individual consumer : psychological factors in consumer behaviour, perception and learning, motivation, personality and attitudes.

Group consumer behaviour : group influences and interpersonal communication; the family and consumer socialisation; social stratification and decisionmaking; cultural factors.

The marketing environment within which consumer behavior takes place.

Marketing strategies used to apply consumer behaviour theories into practice.

Learning Activities

The course will delivered using a mixture of lectures, student led seminars and question and answer sessions.

Notes

This module introduces students to issues of consumer behaviour and its use in the market place for consumer goods and services. It combines the social, psychological and cultural factors which affect consumer behaviour and considers the relationship between consumer decision making, marketing and consumption. Students will be able to develop their knowledge towards a product or service

category that is relevant to their degree programme.