

Module Information

2022.01, Approved

Summary Information

Module Code	5108LBSBW
Formal Module Title	Consumer and Buyer Behaviour in Action
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Lecture	11
Seminar	11
Workshop	22

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

Aims	This module aims to offer students an opportunity to develop in-depth understanding of the study of consumer behaviour and consumer buying process. The module aims to cover the key aspects like consumers' influence on the field of marketing and vice versa; Consumer perceptions and motivations; Consumer Decision-Making Process; ;Effect of culture and lifestyles on consumers; and External variables affecting consumer behaviour
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Analyse the influence of consumer behaviour on the field of marketing
MLO2	2	Explore consumer perceptions and attitudes that affect their purchase decisions
MLO3	3	Critically examine the consumer-decision making process
MLO4	4	To analyse the effect of culture and lifestyle on consumer and what external variables can affect consumer behaviour

Module Content

Outline Syllabus	Introduction to the course;Consumer buying & evaluation processConsumer motivation Consumer values & involvementConsumer PerceptionConsumer AttitudesConsumer Personality and LifestyleIndividual decision-makingThe self - Consumption & self- conceptFamily structures & household decision-makingCulture & consumer behaviour
Module Overview	This module aims to offer you an opportunity to develop in-depth understanding of the study of consumer behaviour and consumer buying process. The module aims to cover the key aspects like consumers' influence on the field of marketing and vice versa; consumer perceptions and motivations; consumer decision-making process; effect of culture and lifestyles on consumers; and external variables affecting consumer behaviour.
Additional Information	This module aims to offer students an opportunity to develop in-depth understanding of the study of consumer behaviour and consumer buying process. The module aims to cover the key aspects like consumers' influence on the field of marketing and vice versa; Consumer perceptions and motivations; Consumer Decision-Making Process; ;Effect of culture and lifestyles on consumers; and External variables affecting consumer behaviour.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Report	60	0	MLO2, MLO3, MLO4
Presentation	Presentation	40	0	MLO1, MLO2

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Amr Al Khateeb	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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