

## Liverpool John Moores University

Title: Consumer and Buyer Behaviour in Action  
Status: Definitive  
Code: **5108LBSBW** (124987)  
Version Start Date: 01-08-2020

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

Team	Leader
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**Academic Level:** FHEQ5  
**Credit Value:** 20  
**Total Delivered Hours:** 46  
**Total Learning Hours:** 200  
**Private Study:** 154

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	11
Seminar	11
Workshop	22

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	EXAM	Exam assessing the overall understanding of the course	60	2
Test	TEST	In-class test consisting of MCQ, True-false, and short essay-type questions	40	

### 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*

## **Learning Outcomes**

After completing the module the student should be able to:

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

## **Learning Outcomes of Assessments**

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

EXAM	2	3	4
TEST	1	2	

## **Outline Syllabus**

*Introduction to the course;  
Consumer buying & evaluation process  
Consumer motivation  
Consumer values & involvement  
Consumer Perception  
Consumer Attitudes  
Consumer Personality and Lifestyle  
Individual decision-making  
The self - Consumption & self-concept  
Family structures & household decision-making  
Culture & consumer behaviour*

## **Learning Activities**

Lectures, seminar discussions, case studies, role-play exercises, self assessment exercises

## **Notes**

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versa; Consumer perceptions and motivations; Consumer Decision-Making Process;  
;Effect of culture and lifestyles on consumers; and External variables affecting  
consumer behaviour.