

Liverpool John Moores University

Title: CONSUMER BEHAVIOUR
Status: Definitive
Code: **5506PSYWUC** (128549)
Version Start Date: 01-08-2021

Owning School/Faculty: Psychology
Teaching School/Faculty: Westford University College

Team	Leader
Jason McIntyre	Y

Academic Level: FHEQ5 **Credit Value:** 20 **Total Delivered Hours:** 40
Total Learning Hours: 200 **Private Study:** 160

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	36
Seminar	4

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	Portfolio	A portfolio of four short note essays on topics of consumer behaviour	100	

Aims

This module aims to offer students an opportunity to develop an understanding of the study of consumer behaviour and the consumer buying process. The module aims to cover the key aspects such as 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 Explore consumer perceptions and attitudes that affect their purchase decisions
- 2 Critically examine the consumer-decision making process
- 3 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:

Portfolio of short notes 1 2 3

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
Family structures & household decision-making
Culture & consumer behaviour

Learning Activities

The module is delivered through lecture content and seminars, which include preparatory work for the assessment.

Notes

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