

Liverpool John Moores University

Title: CONSUMER AND BUYER BEHAVIOUR FOR BUSINESS
Status: Definitive
Code: **5508HEPBS** (118859)
Version Start Date: 01-08-2011

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

Team	Leader
Karon Meehan	Y
Zoe Jowers	

Academic Level: FHEQ5 **Credit Value:** 24.00 **Total Delivered Hours:** 80.00
Total Learning Hours: 240 **Private Study:** 160

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	26.000
Tutorial	52.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	Essay		50.0	
Exam	Exam		50.0	2.00

Aims

To acquire knowledge about the importance of an understanding of the effects of consumer behaviour on business strategy.

Learning Outcomes

After completing the module the student should be able to:

- LO 1 Understand the consumer and the nature of decision processes and behaviour.
- LO 2 Identify the internal influences of consumer behaviour and their effects on business.
- LO 3 Identify the external influences that affect consumer behaviour and their effects on business.

Learning Outcomes of Assessments

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

Essay	LO	LO
	1	2
Exam	LO	
	3	

Outline Syllabus

Module introduction: Studying Consumer Behaviour
Foundations of Consumer Behaviour
Consumer Psychology
Consumer Motivation
Consumer Perception
Consumer Learning
Consumer Attitudes
Group Influences
Family & Household Buying
The Older Consumer
Children as Consumers
Culture & Sub-Culture
Researching Consumers

Learning Activities

Lectures, tutorials, video, case studies, group exercises, group presentations, self-assessment questions.

References

Course Material	Book
Author	Marshall, D
Publishing Year	2010
Title	Understanding Children as Consumers
Subtitle	
Edition	
Publisher	Sage Publications Ltd.

ISBN	
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Course Material	Book
Author	Tinson, J
Publishing Year	2009
Title	Conducting Research with Children and Adolescents
Subtitle	
Edition	
Publisher	Goodfellow Publishers Ltd.
ISBN	

Course Material	Book
Author	Schiffman, L G and Kanuk, L L
Publishing Year	2007
Title	Consumer Behaviour
Subtitle	
Edition	9th edition
Publisher	Prentice Hall
ISBN	

Course Material	Book
Author	Evans, M, Jamal, A and Foxall, G
Publishing Year	2006
Title	Consumer Behaviour
Subtitle	
Edition	
Publisher	Wiley
ISBN	

Course Material	Book
Author	Solomon, M R
Publishing Year	2004
Title	Consumer Behaviour
Subtitle	
Edition	6th edition
Publisher	Prentice Hall
ISBN	

Notes

In summary the module aims to provide students with knowledge about the issues and dimensions of consumer behaviour and the role that this plays within the business strategy and to recognise the importance of external and personal factors in determining behaviour and attitudes.