

Liverpool John Moores University

Title: Consumer and Buyer Behaviour in Action
Status: Definitive
Code: **5508VLUBW** (128597)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Van Lang University

| Team | Leader |
|------------------|--------|
| Mathew Analogbei | Y |

Academic Level: FHEQ5
Credit Value: 20
Total Delivered Hours: 44
Total Learning Hours: 200
Private Study: 156

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 |
|--------------|-------------------|--------------|---------------|---------------|
| Presentation | PRES | Presentation | 40 | |
| Report | RPT | Report | 60 | |

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:

| | | | | |
|--------------|---|---|---|--|
| PRESENTATION | 1 | 2 | | |
| REPORT | 2 | 3 | 4 | |

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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