

## Liverpool John Moores University

Title: CONSUMER AND BUYER BEHAVIOUR IN ACTION  
Status: Definitive  
Code: **5717SERCBS** (123152)  
Version Start Date: 01-08-2021

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

Team	Leader
Adrian McGrath	Y

**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	33

**Grading Basis:** 40 %

### Assessment Details

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

### 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:

TEST	1	2	
EXAM	3	2	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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