

## Liverpool John Moores University

Title: CONSUMER ANALYSIS  
Status: Definitive  
Code: **6514CP** (103598)  
Version Start Date: 01-08-2013

Owning School/Faculty: Arts, Professional and Social Studies  
Teaching School/Faculty: Dublin Business School

| Team           | Leader |
|----------------|--------|
| Alistair Beere | Y      |

**Academic Level:** FHEQ6  
**Credit Value:** 24.00  
**Total Delivered Hours:** 77.00  
**Total Learning Hours:** 240  
**Private Study:** 163

### Delivery Options

Course typically offered: Standard Year Long

| Component | Contact Hours |
|-----------|---------------|
| Lecture   | 50.000        |
| Tutorial  | 25.000        |

**Grading Basis:** 40 %

### Assessment Details

| Category | Short Description | Description  | Weighting (%) | Exam Duration |
|----------|-------------------|--------------|---------------|---------------|
| Essay    | AS1               | Group Debate | 25.0          |               |
| Exam     | AS3               | Examination  | 50.0          | 2.00          |
| Essay    | AS2               | Group Report | 25.0          |               |

### Aims

*To offer a cohesive analysis of key emerging trends and contexts across the consumer landscape.*

*To equip learners with an understanding of consumer behaviour theory, models and academic perspectives.*

*To develop in learners the critical skills necessary to apply theory to practical/industry based scenarios.*

*To contextualise learning through application of industry case materials and presentation techniques.*

*To demonstrate in learners how buyer behaviour contexts contribute to the contemporary marketing environment.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Evaluate key emerging consumer trends across the marketing and general business landscape.
- 2 Critique theories and models of consumer buyer behaviour and their role in a variety of marketing contexts.
- 3 Apply effective judgment in the dissection and appraisal of both theoretical and industry based scenarios.
- 4 Present and defend conclusions and recommendations on prescribed case study materials.
- 5 Critically evaluate consumer research literature and buyer behaviour theory and how it contributes to the general marketing environment.

## **Learning Outcomes of Assessments**

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

|              |   |   |   |
|--------------|---|---|---|
| GROUP DEBATE | 2 | 4 |   |
| EXAM         | 1 | 2 | 5 |
| GROUP REPORT | 3 | 4 |   |

## **Outline Syllabus**

### *1. Introduction to Consumer Analysis*

*The Impact of the Consumer on the Marketing Function Stages in the Consumption Process Consumer Brand Relationships*

### *2. Perception Sensation and Perception*

*The Perceptual Process The Role of the Five Senses*

### *3. Learning*

*Behavioural and Cognitive Learning Theory and Models Using Association in Marketing Applications The Role of Memory in the Consumption Process*

### *4. Motivation and Global Values*

*Theories of Motivation Levels of Involvement Global Consumer Values*

### *5. The Self*

*The Role of the Self Concept Consumption and the Self Concept The Extended Self Concept*

### *6. Personality and Psychographics*

*Theories of Personality Psychographic Segmentation Techniques Brand Personality*

### *7. Attitudes and Persuasion*

*Attitude Formation Attitudes and Brands Marketing and Persuasion*

### 8. Reference Groups, Opinion Leaders and Social Media

*Opinion Leadership Influence of Reference Groups on Consumer Choice Online Reference Groups, Social Media and the Impact of Word of 'Mouse'*

### 9. Culture and Subcultures

*The Influence of Culture on Consumer Behaviour Societal Values Marketing and the Role of Subcultural Behaviour.*

### 10. The Changing Consumer Landscape

*Presumers and Sellsumers Crowdsourcing and Problem Solving Contemporary Factors in Decision Making Smart Phone Technology and Buyer Behaviour*

## Learning Activities

Lectures and tutorials.

## References

|                        |                       |
|------------------------|-----------------------|
| <b>Course Material</b> | Book                  |
| <b>Author</b>          | Solomon               |
| <b>Publishing Year</b> | 2012                  |
| <b>Title</b>           | Consumer Behaviour    |
| <b>Subtitle</b>        |                       |
| <b>Edition</b>         | 10th                  |
| <b>Publisher</b>       | Prentice Hall, London |
| <b>ISBN</b>            |                       |

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|------------------------|--------------------------|
| <b>Course Material</b> | Book                     |
| <b>Author</b>          | Hansen, Schiffman, Kanuk |
| <b>Publishing Year</b> | 2011                     |
| <b>Title</b>           | Consumer Behaviour       |
| <b>Subtitle</b>        | A European Outlook       |
| <b>Edition</b>         | 2nd                      |
| <b>Publisher</b>       | Financial Times Press    |
| <b>ISBN</b>            |                          |

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|------------------------|-----------------------------|
| <b>Course Material</b> | Book                        |
| <b>Author</b>          | Lindstrom, Martin           |
| <b>Publishing Year</b> | 2009                        |
| <b>Title</b>           | Buyology                    |
| <b>Subtitle</b>        | Truth and Lies About We Buy |
| <b>Edition</b>         | 1st                         |
| <b>Publisher</b>       | Crown Business              |
| <b>ISBN</b>            |                             |

## Notes

This module provides the learner with a cohesive overview of key consumer and

buyer behaviour theories, models and trends from a host of traditional and emerging consumer related topics. It endeavours to equip learners with the necessary skills and faculties to analyse, critique and apply consumer perspectives to a host of industry based contexts. The module aims to provide a robust understanding of how a consumer's offline and online behaviour contributes to the general marketing function.