# **Liverpool** John Moores University

Title: BUYER BEHAVIOUR AND DECISION MAKING

Status: Definitive

Code: **7002BUSMK** (108302)

Version Start Date: 01-08-2011

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

Team	Leader
Karon Meehan	Υ

Academic Credit Total

Level: FHEQ7 Value: 15.00 Delivered 39.00

**Hours:** 

Total Private

Learning 150 Study: 111

**Hours:** 

**Delivery Options** 

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Seminar	36.000

**Grading Basis:** 40 %

## **Assessment Details**

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	AS1	Closed book examination	100.0	3.00

### **Aims**

To introduce students to the economic, social, psychological and technological dimensions of buyer behaviour and to demonstrate how these dimensions inform marketing decision making.

## **Learning Outcomes**

After completing the module the student should be able to:

1 Discriminate between different economic, social and phsychological theoretical

perspectives on buyer behaviour.

- 2 Critically appraise demographic shifts and other behavioural bases eg. Psychographic profiling, VALs etc. for market segmentation.
- 3 Distinguish and evaluate buyer behaviour in both a consumer and B2B context.

### **Learning Outcomes of Assessments**

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

EXAM 1 2 3

## **Outline Syllabus**

Contextualise consumers in the market place.

The B2B customer.

Consumer decision making.

The individual nature of the consumer, motivation, perception, learning and attitudes. Society and the consumer.

Group influence, household life cycle, opinion leadership, age sub-cultures.

Culture and its impact on both consumer and organisational buyers.

Change processes.

Diffusion of innovations, fashion systems.

# **Learning Activities**

The module will be delivered by three hour seminars, which will involve formal tutor input coupled with student interactive exercises eg. case analysis and small group exercises.

Formative Assessment: Students at the beginning of the module are directed to previous exam papers and questions on blackboard. They are encouraged to attempt any questions as they progress throughout the syllabus and are advised that the tutor is happy to comment on their attempts as an aid to revision, exam style preparation and general technique.

#### References

Course Material	Book	
Author	Solomon M, Bamossy, G, Askegaard, S and Hogg, M	
Publishing Year	2007	
Title	Consumer Behaviour	
Subtitle	A European Perspective	
Edition	3rd	
Publisher	FT/Prentice Hall	
ISBN		

Course Material	Book
Author	Ford, D, Gadde, L, Hakansson, H and Snehota, I
Publishing Year	2006
Title	The Business Marketing Course
Subtitle	Managing in Complex Networks
Edition	2nd
Publisher	J Wiley & Sons
ISBN	

Course Material	Book
Author	Advances in Consumer Research
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	European Journal of Marketing
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Journal of Business to Business Marketing
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Journal of Consumer Behaviour
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Journal of Consumer Marketing

<b>Publishing Year</b>	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Journal of Consumer Research
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Journal of Marketing
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Industrial Marketing and Purchasing
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Psychology & Marketing
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

# Notes

This module takes an integrative approach, stressing the significance of consumer

buying behaviour for any business, public sector or not-for- profit organization and buyer behaviour in the B2B sector.

The examination will assess the student's knowledge of relevant theory and his/her understanding of this through their ability to analyse and develop solutions to marketing problems.