

## 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	Y

**Academic Level:** FHEQ7  
**Credit Value:** 15.00  
**Total Delivered Hours:** 39.00  
**Total Learning Hours:** 150  
**Private Study:** 111

### 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 psychological theoretical



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

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

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

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

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

<b>Course Material</b>	Book
<b>Author</b>	Journal of Consumer Marketing

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

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

<b>Course Material</b>	Book
<b>Author</b>	Journal of Marketing
<b>Publishing Year</b>	0
<b>Title</b>	
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

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

<b>Course Material</b>	Book
<b>Author</b>	Psychology & Marketing
<b>Publishing Year</b>	0
<b>Title</b>	
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

---

### 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.