

Liverpool John Moores University

Title: CONSUMER BUYER BEHAVIOUR
Status: Definitive
Code: **7510MK** (103667)
Version Start Date: 01-08-2011

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

Team	Leader
Graham Padgett	Y

Academic Level: FHEQ7
Credit Value: 15.00
Total Delivered Hours: 32.00
Total Learning Hours: 150
Private Study: 118

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	20.000
Tutorial	10.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	AS1	Exam	100.0	2.00

Aims

To provide a robust and more cohesive synopsis of theories explored at undergraduate level

To identify and critically analyse contemporary motivational and cultural perspectives and build on traditional theoretical perspectives

To introduce, discuss and critique personality concepts, thoughts and perspectives and apply how the role of the self concept can be applied in contemporary buyer behaviour analysis

To encourage critical thought on how the extended self concept can engender greater appreciation of consumption practices

To provide a cohesive analysis of the most contemporary academic perspectives on the post modern consumer and hedonic consumption and build a practical framework to complement theoretical application of this subject area

Learning Outcomes

After completing the module the student should be able to:

- 1 Display a broader and more robust knowledge of traditional areas of consumer behaviour focus
- 2 Debate and analyse the most current and up to date theoretical perspectives in buyer behaviour
- 3 Apply theory to practical examples within the 21st century marketplace
- 4 Critically analyse personality and self concepts and demonstrate the ability to apply theory to practice in this capacity
- 5 Offer arguments and strong analysis on contemporary consumer behaviour topics such as the post modern consumer and hedonic/experiential consumption practices

Learning Outcomes of Assessments

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

EXAM	1	2	3	4	5
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Outline Syllabus

Introduction to Consumer Buyer Behaviour
Consumer Motivation
Cultural theory and Popular Culture
Analysing Subcultures
Personality
The Self Concept
Extended Self Concept
Experiential Consumption and Hedonic Consumption
The Postmodern Consumer
Future Trends in Consumer Behaviour

Learning Activities

Lectures and tutorials.

References

Course Material	Book
Author	Solomon, M R

Publishing Year	2008
Title	Consumer Behaviour
Subtitle	
Edition	
Publisher	Pearson/Prentice Hall
ISBN	

Course Material	Book
Author	Blythe, J
Publishing Year	2008
Title	Consumer Behaviour
Subtitle	
Edition	
Publisher	Thompson
ISBN	

Course Material	Book
Author	Wright, R
Publishing Year	2006
Title	Consumer Behaviour
Subtitle	
Edition	
Publisher	Thompson
ISBN	

Course Material	Book
Author	Irish Marketing Review
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

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

Notes

Lectures and tutorials.

