

CONSUMER BEHAVIOUR

Theme:	Marketing
Assessment Weighting:	40% Coursework 60% Examination

INTRODUCTION

This module is designed to examine and understand the complexities of consumer behaviour in a variety of different environments. The key focus of the module is to enable students to appreciate the importance of consumers and to adopt a sophisticated approach to understanding buyer behaviour, which essentially forms the basis of marketing strategy. The module also looks at the critical factors influencing buyer behaviour and their impact on developing effective marketing strategies.

Consumer behaviour is a multi disciplinary subject which alerts us to the need to consider marketing activities in relation to other behavioural sciences, particularly, social psychology, sociology, anthropology and economics. It examines social factors such as class, status, the influence of the family and peer groups and their contribution to the decision making process of the buyer. It also incorporates the salient issues of cultural change and the development of distinctive subcultures.

AIMS

The aims of this module are to:

- Clearly establish the connections between understanding consumers and effective marketing practice, by using salient and practical examples.
- Allow students to appreciate the ethical issues experienced by consumers and marketing professionals in the Global marketplace.
- Provide a detailed understanding of the entire cycle from pre-consumption to post-consumption variables.
- Develop students' critical understanding of the underlying psychological mechanisms that apply in consumer purchasing
- Enable students develop a model to examine the decision-making process in consumer purchasing
- Ensure students fully appreciate the dynamics involved in group decision making

LEARNING OUTCOMES

On successful completion of the module, students should be able to:

- Analyse the role of consumer behaviour in marketing strategy formulation for consumer markets within a national and international context.
- Investigate the major models of consumer decision making processes, the key theories about constructs and associated variables, and consequential relationships.
- Identify the social contexts in which consumption decisions are made.
- Analyse and apply these behavioural constructs to strategic and tactical marketing decisions in a wider market context in terms of key marketing decisions.
- Enhance the ability to design and execute a Marketing Communication Plan to secure product or service adoption from suitable consumer segments.
- Demonstrate an advanced understanding of the ways in which mediated communication, such as television, print media, ambient and online activities, can influence consumer segments and cultural paradigms.
- Analyse the impact of the Internet on consumer's lives and purchasing activities.
- Appreciate the need for cultural sensitivity when launching new products or services into specific marketplaces.

SYLLABUS

Strategic Applications of Consumer Behaviour in marketing

- Consumer Behaviour Research Methods
- Consumer Analysis and Marketing Strategy (assists segmentation, positioning and associated tactical decisions)
- Developing a Consumer-Oriented Strategy
- Interactive Consumer Communication
- Ethical issues in relation to Consumer Behaviour Research
- Consumer Misbehaviour in relation to Marketing Activities

The Psychological CORE Relating to Consumer Behaviour

- Personality (Self-concept and Lifestyle)
- Perception and Evoked Sets
- Memory and Retrieval
- Motivation
- Involvement
- Attitudes and Attitude Change

Consumer Behaviour Models

- Need and problem Recognition
- Information Search
- Attention and Comprehension
- Situational Influences
- Consumer Decision Processes

The Individual & Behaviour

- The Learning Process and relevant theories
- Classical and Operant Conditioning
- Vicarious Learning
- Group influence on the individual's learning process
- Opinion leadership

The Consumer Environment

- European Consumer Markets
- European Consumer Demographics & Psychographics
- Family structures in Europe and Family Purchasing Behaviour
- Social structures and Social Class in Europe and other Western Economies
- Other Reference Groups
- Culture and Meaning, Rituals and Values
- Crossing Cultures
- Targeting Sub-cultures Age, Ethnic and Sexual Orientation