

Module code	CBDA_PBUS7E	NQF level	7
Credit value	20	Study duration	12 weeks

# Consumer Behaviour in the Digital Age

## Module description

For companies to attain commercial success, it is important that managers understand consumer behaviour in the digital age. This module therefore highlights the internal processes that occur within consumers' minds and how knowledge of these processes can be useful for choosing marketing strategies, in both traditional and online contexts. It examines how web analytics can be used to identify the customer journey and analyse customer touchpoints, utilising digital tools and analytical data to enhance customer experience through a better knowledge of online consumer behaviour. The theoretical models and practical examples discussed during the module will develop students' understanding of the specific marketing concepts that are needed when analysing consumer behaviour within the context of digital marketing. The module also contributes to consumer analysis with examples ethical, sustainable digital marketing and online consumer research. This is important, as consumers' buying decisions indicate how well the company's marketing strategy meets demands in both types of market. The module therefore highlights how marketing begins and ends with the consumer.

## This module aims to:

- Provide an understanding of how consumers make buying decisions online
- Understand the relationship between traditional and online buyer behaviour
- Analyse the influences on consumer behaviour with examples of ethical, sustainable practice, and propose strategies to produce positive consumer responses
- Analyse the stages of buyer decision making both in a B2C and B2B context
- Identify and develop digital tools that highlight behavioural traits throughout the online customer journey
- Implement ethical, sustainable strategies based on data from web analytics to enhance customer experience

## Learning outcomes

On completion of this module, students will be able to:

- critically evaluate how theories and models of consumer behaviour can be used to develop value propositions in a digital environment
- analyse and evaluate consumer behaviour from a sustainable perspective according to existent theories and research
- critically reflect upon the role of online consumption in society
- critically assess and evaluate different consumer research methods, both online and offline
- design and implement digital analytics tools that use consumer behaviour research to enhance customer experience

## Syllabus

- Introduction to consumer behaviour
- Decision-making behaviour
- Innovation and digital technology
- Consumer psychology
- Influencing and influencers
- Social media, social capital and sentiment analysis
- Society and cultural influences including ethics and sustainability
- B2C and B2B decision-making
- Drivers and motivation
- Digital touchpoints and data analytics
- Identifying the key indicators of consumer engagement
- Using consumer research and web analytics to enhance customer experience

## Learning and teaching methods

This module will be delivered by learning materials provided on the learning platform supplemented by readings. Students also have access to a series of 'Listen Again' lectures recorded on campus by Essex Business teaching staff. Tutor support will be available to students via phone, email, and weekly live seminar sessions. Each seminar revolves around a subject case study which links to the same resources used by students in the on-campus programme.

Description of unit of assessment	Length/duration	Submission date	Weighting
2 x assessed discussion activities	Two weeks	Units 3/4 and 7/8	20%
Mid module project	2,500 words	Mid module	40%
End of module consultancy project	2,500 words equivalent	End of module	40%