Consumer Behaviour

This module aims to:
- Provide an overview of consumer behaviour and explain how it impacts marketing strategy
- Analyse the concepts of consumer research, market segmentation, and motivation, focusing on individual personality, perceptions, attitudes, and learning
- Recognise the influence of groups on consumer behaviour
- Evaluate the consumer decision-making process

Learning outcomes
On completion of this module, students will be able to:
- critically explain the impact of consumer behaviour on marketing strategy
- apply understanding of the consumer research process
- apply understanding of the importance of market segmentation
- critically analyse the importance of consumer learning theory
- analyse and assess cross-cultural consumer analysis techniques
- critically evaluate the consumer decision-making process

Syllabus
- An introduction
- Consumers in the marketplace
- Perception and the self
- Motivation, values and lifestyle
- Learning, memory and attitudes
- Individual decision making
- Group influence and opinion leadership
- Consumers and their social groups
- Culture and consumer behaviour

Learning and teaching methods
The learning and teaching methods for the module follow the intended online delivery strategy for the programme as a whole. The module will be delivered through the provision of specified reading materials on the virtual learning platform, which shall be supported by specified discussion forums and lecturecasts, and tutor support will be available to students via phone, email, and a fortnightly synchronous question and answer (Q&A) session.

<table>
<thead>
<tr>
<th>Description of unit of assessment</th>
<th>Length/Duration</th>
<th>Submission date</th>
<th>Weighting</th>
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<tbody>
<tr>
<td>Discussion contribution</td>
<td>2 weeks</td>
<td>End of Unit 2 and Unit 6</td>
<td>20%</td>
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<tr>
<td>Mid-module assignment</td>
<td>1,500-2,000 words</td>
<td>End of Unit 4</td>
<td>30%</td>
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<tr>
<td>End of module project</td>
<td>1,500-2,000 words</td>
<td>End of Unit 9</td>
<td>30%</td>
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<tr>
<td>Journal entries</td>
<td>300-500 words</td>
<td>Bi-weekly submission</td>
<td>20%</td>
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