



Module code	CB	NQF level	5
Credit value	15	Study duration	9 weeks

# 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.

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