

Module 23: Consumer Behaviour

Stage				3			
Semester				1 or 2			
Module Title				Consumer Behaviour			
Module Number				23			
Module Status				Elective			
Module ECTS Credits				5			
Module NFQ level				8			
Pre-Requisite Module Titles				Marketing			
Co-Requisite Module Titles				N/A			
Capstone Module?				No			
List of Module Teaching Personnel				Eilis O' Leary			
Contact Hours				Non-contact Hours			Total Effort (hours)
46				54			100
Lecture	Practical	Tutorial	Seminar	Assignment	Placement	Independent Work	
36		10		14		40	100
Allocation of Marks (Within the Module)							
	Continuous Assessment	Project	Practical	Final Examination	Total		
Percentage Contribution	40			60	100		

Intended Module Learning Outcomes

On successful completion of this module, the learner will be able to:

1. Analyse the role of consumer behaviour in marketing strategy formulation.
2. Appraise the major models of consumer decision making processes and the key influences on these processes.
3. Evaluate the social and environmental contexts in which consumption decisions are made.
4. Integrate these consumer theories in terms of key marketing decisions.
5. Develop and defend marketing recommendations based on consumer analysis.
6. Demonstrate critical awareness of the ethical considerations and professional practice relating to consumer behaviour.

Module Objectives

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.

This module examines and develops understanding of the complexities of consumer behaviour in a variety of different environments. The key focus of the module is to enable learners to appreciate the importance of consumers and to adopt a sophisticated approach to understanding consumer behaviour, as a key input to marketing strategy.

Module Curriculum

Development of Consumer Behaviour

- Overview of Consumer Behaviour
- Marketing & Consumers – Ethical and Legal Considerations
- Interdisciplinary Nature of Consumer Behaviour

Psychological Factors Relating to Consumer Behaviour

- Perception
- Learning & Memory
- Classical and Operant Conditioning
- Vicarious Learning
- Motivation and Emotion
- Beliefs and attitudes
- Self-concept and Lifestyle

Consumers as Decision Makers

- Individual Decision Making Processes
- Situational Influences
- The Shopping Environment
- Group Buying Behaviour
- Opinion Leadership & Reference Groups
- The Family Group
- Family Buying Behaviour

Culture & Society

- Society & Class Structures
- Cultural Influences on Consumer Behaviour
- Sub-cultures
- Fashion Systems – Innovation Adoption

Developing Consumer Driven Marketing Strategies

- The Role of Consumer Behaviour in Marketing Decisions
- Ethical Considerations in Marketing to Consumers

Reading lists and other learning materials

Schiffman, L. G., Kanuk, L., & Hansen, H. (2011). *Consumer Behaviour: A European Outlook* 2nd Ed. Harlow, England ; New York: Financial Times/ Prentice Hall.

Solomon, M. R., & Hogg, M. K. (2013). *Consumer Behaviour: A European Perspective* 5th Ed. New York: Pearson.

Wright, R. (2006). *Consumer Behaviour*. Australia; London: Cengage Learning EMEA.
Blythe, J. (2013). *Consumer Behaviour* 2nd Ed. London: SAGE Publications Ltd.
Linehan, M. (2008). *Consumer Behaviour*. Dublin: Gill & Macmillan Ltd.

Journals:

Journal of Consumer Behaviour
Journal of Consumer Marketing
European Journal of Marketing
Journal of Consumer Research
Irish Marketing Review

Module Learning Environment

Active learning is encouraged through participative style lectures and tutorials. Moodle is used extensively and in addition, individual based case study analysis, video analysis and core texts are used to ensure a broad coverage of the topics. Tutorial groups are used also to allow for discussion of certain topics in more depth.

Module Teaching and Learning Strategy

In class delivery includes videos, PowerPoint lecture notes and additional reading materials. While some traditional delivery of material takes place, learners are expected to be fully engaged, take notes and join in-class discussions.

For tutorials learners are expected to engage in preparatory work, which is made available through Moodle, in advance of each tutorial. The preparatory work forms the basis of in-class activity, with the emphasis on interactive discussions, participative group work and learning by doing in class.

Module Assessment Strategy

The marks for the module are divided between an individual piece of coursework weighted at 40%, with the remaining 60% of the marks been allocated to end of semester examination. Coursework (see sample assignment in appendices) typically entails the development of a consumer report with a particular focus on the internal and external forces which influence consumer behaviour and their implications for marketers. Primary research is encouraged in the completion of the coursework.

Module Learning Outcomes - Assessment Matrix		
Learning Outcome	Assignment	Exam
1. Analyse the role of consumer behaviour in marketing strategy formulation.	X	X
2. Appraise the major models of consumer decision making processes and the key influences on these processes.		X
3. Evaluate the social and environmental contexts in which consumption decisions are made.	X	
4. Integrate these consumer theories in terms of key marketing decisions.	X	X
5. Develop and defend marketing recommendations based on consumer analysis.	X	
6. Demonstrate critical awareness of the ethical considerations and professional practice relating to consumer behaviour.		X