Consumer Behaviour

ULMS082  5 credit module (equivalent to 2.5 ECTS)

1. Module Leader

Pam Chen

Biography. I have worked in China and in the U.K for SMEs and big corporations in multiple industries, including civil engineering, education and customer services. My work experiences have been in both monocultural and multicultural settings, which have been enriching experiences and have made me realise that the business world is fascinating. This has also led me to teach for the Liverpool International Summer School for several years where I have enjoyed interacting with my students from various backgrounds. I like sharing what I have seen in the business world with my students and listening to their opinions and ideas.

2. Module Description

This module will introduce students to certain aspects and principles of consumer behaviour and the development of consumer behaviour in the market place will also be discussed. Students will develop the knowledge and skills of identifying patterns of consumer behaviour and applying the concepts and principles learned to real marketing practice.

3. Module Aims

This module aims to:
- Build confidence in understanding, discussing and communicating complex ideas, both in written and orally.
- Develop skills in research and working collaboratively to produce and deliver a presentation.
- Introduce students to the concepts and principles of consumer behaviour.

4. Content

The following topics will be considered on the module:
- An introduction to consumer behaviour
- Motivation, values and lifestyle
- Individual decision making
- Income and social class
- New times, new consumers

5. Module structure

The module will be delivered over a three-week period in six two hour sessions (four hours per week, total 12 hours contact time). The final block will be an assessment session.
Each session will include a formal lecture covering the topic identified. Integral to the session will be opportunities for students, in a seminar style, to discuss (in English) issues both in small groups and a whole class. Students will be actively encouraged to contribute.

In addition, it is expected that students will spend 38 study hours outside of the classroom contact hours on activities including assigned reading, optional reading of areas of personal interest, homework tasks, web research and preparation for assessment.

6. Teaching methods

The teaching approach will include the following:
- Taught sessions
- Small group working
- Group discussions
- Presentations
- Online learning

7. Assessment:

Assessment will be by:
- Group presentation (worth 25% of the overall mark)
- Written essay/reflect on 750-850 words (worth 75% of the overall mark)

Standard University policies apply with regard to late submission of assessments. There is no re-assessment opportunity.

8. Course structure:

Session One:
_An introduction to consumer behaviour_
- What is consumer/buyer Behaviour behaviour?
- The role of consumer in the marketplace.
- Consumption process in the perspectives of consumer and marketer.
- Market segmentation: demographics, geographic, psychographic, and behavioural.
- Marketing activities’ impact on consumers.

Session Two:
_Perception and Motivation_
- Perception
- Perceptual process
- Perceptual thresholds
- Sensory systems
- Perceptual selection
- The motivation process in psychological perspective: need and want.
- Maslow’s hierarchy of needs

Session Three:
_Learning and individual decision-making_
- Behavioural learning theories
- Marketing applications for learning principles
- Consumer as problem solvers
- Problem recognition: ideal and actual states
Information search
Evaluation of alternatives
Product categorization
• Strategic implications of product choice.

Session Four:
*Group influence and family decision making*
• Reference group and group influence
• Application of reference group concept
• Opinion leadership
• Family buying unit
• Family buying cycle
• Family decision making

Session Five:
*Planning a Lesson New times, new consumers*
• Lifestyles and consumption choices of customers.
• Lifestyle marketing.
• Product complementarity
• Psychographics studies: a lifestyle profile, a product-specific profile, a general lifestyle segmentation, and a product-specific segmentation.
• Psychographic segmentation
• Geographic influences on lifestyles
• European advertising preference and regulation: low context and high context culture

Session Six:
*Group Presentation of Lesson Plans*
In this final session the students will give a short presentation about their written lesson plan, describing aims, outcomes, learning activities and rationale.

9. **Learning outcomes**

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

<table>
<thead>
<tr>
<th>Learning outcome</th>
<th>Assessment component which assesses this learning outcome</th>
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</thead>
<tbody>
<tr>
<td>Students will be able to speak and write English with increased confidence and competence.</td>
<td>Written reflection Group presentation</td>
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<tr>
<td>Students will be able to research a topic and work collaboratively to produce a presentation and deliver it.</td>
<td>Group presentation</td>
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<tr>
<td>Students will be able to demonstrate an introductory understanding of some concepts about consumer behaviour including consumer decision making process and the application to real practice.</td>
<td>Written reflection Group presentation</td>
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</table>

10. **Skills**

Key skills that will be developed:

<table>
<thead>
<tr>
<th>Skill</th>
<th>How this skill is developed</th>
<th>Mode of assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Collaboration</td>
<td>Group discussions, activities and tasks in class</td>
<td>Group presentation</td>
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<tr>
<td>Communication</td>
<td>Orally in group discussions, activities and tasks in class, in writing by production of assessed assignment</td>
<td>Written essay/reflection</td>
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11. Books, ebooks and websites:

The University Website at [www.liv.ac.uk/library](http://www.liv.ac.uk/library) provides access to many relevant books and electronic books, as well as academic journals and databases.

**Recommended course reading list:**

- Consumer behavior: buying, having, and being - Solomon, Michael R. c2013
- Consumer behaviour: applications in marketing - Robert East, Jaywant Singh, Malcolm Wright, Marc Vanhuele 2017
- Why we buy: the science of shopping: updated and revised for the Internet, the global consumer and beyond - Underhill, Paco 2009
- Something old, something used: Determinants of women's purchase of vintage fashion vs second-hand fashion - Marie-Cécile Cervellon, Lindsey Carey, Trine Harms 2012 (article)
- Toward an integrated framework for online consumer behavior and decision making process: A review. - Darley, William K.;Blankson, Charles;Luethge, Denise J. 01/02/2010 (article)
- Electronic Word-of-Mouth Impacts on Consumer Behavior: Exploratory and Experimental Studies - Fabio Shimabukuro Sandes, Andre Torres Urdan 05/2013 (article).

**Core Texts**