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 marketplace 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.
- 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:
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:

- Written essay/reflection of 1000-1200 words (worth 100% 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?
- 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
• Markeing 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:
_Reflection discussion_
In this final session, the students will talk about what they have learnt in the previous sessions and discuss their ideas and thoughts on the subject. Students’ questions that need to be clarified will be answered in this reflection session.

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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3
Students will have developed confidence in understanding and communicating complex ideas in written language.  Written essay/reflection

Students will be able to research a topic and work collaboratively in this research to produce a written essay/reflection.  Written essay/reflection

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.  Written essay/reflection

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>
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<tbody>
<tr>
<td>Teamwork</td>
<td>Group discussions, activities and tasks in class &amp; collaborative research</td>
<td>Written essay/reflection</td>
</tr>
<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