



**Level 6 Advanced Diploma in Marketing (881)**  
**145 Credits**






<b>Unit:</b> Consumer Behaviour	<b>Guided Learning Hours:</b> 220
<b>Exam Paper No.:</b> 1	<b>Number of Credits:</b> 22
<b>Prerequisites:</b> Basic knowledge in marketing.	<b>Corequisites:</b> A pass or higher in Diploma in Marketing or equivalence.
<p><b>Aim:</b> The unit will explore the behaviour (primarily decision-making) of consumers of services and products in both retail and commercial applications. The role of the consumer in product/service marketplace will be considered including the complex system of human needs, attitudes, motivation, decisions and behaviour. The unit is designed to introduce and familiarise learners with the basic concepts and procedures for investigating consumers' (and industrial users') buying habits, pre-purchase decision processes, and post-purchase evaluation processes within a dynamic time framework. Emphasis will be on assessing the importance of various factors and elements within the market environment and their influences on the assessment of individuals' (groups') attitudinal and behaviour outcomes in different market situations as well as in developing workable managerial strategies. The unit equips learners with the basic knowledge about the issues and dimensions of consumer behaviour and develops their ability to apply behavioural theories and research techniques to tackle marketing problems. Its aim is to instil appreciation for basic similarities in human behaviour involved in consumption and purchase which provide a model of the "global consumer". The most basic objectives of the unit are to provide learners with a broad introduction to consumer concepts. Specific focus is to assess the variables that influence consumer consumption in the marketplace and influence product design and purchase power.</p>	
<b>Required Materials:</b> Recommended Learning Resources.	<b>Supplementary Materials:</b> Lecture notes and tutor extra reading recommendations.
<b>Special Requirements:</b> The unit requires a combination of lectures, demonstrations and discussions.	
<p><b>Intended Learning Outcomes:</b></p> <p>1 Creating a marketing strategy that makes the most of the organisation's strengths and matches them to the needs of the customers the organisation wants to target.</p> <p>2 Understand how Consumer Behaviour helps organisations understand the buying tendencies and spending patterns of consumers and outline the personal factors that play an important role in affecting consumer buying behaviour.</p>	<p><b>Assessment Criteria:</b></p> <p>1.1 Analyse the importance of understanding customer behaviour</p> <p>1.2 Describe the physiological, sociological, economical and marketing theoretical aspects of consumer behaviour</p> <p>1.3 Describe the relationship between Consumer Behaviour and Marketing Strategy</p> <p>1.4 Explain how consumer influence drivers marketing decisions</p> <p>1.5 Outline the factors which determine and influence consumer lifestyle</p> <p>2.1 Describe segmentation, targeting, positioning and 4Ps consumer behaviour marketing implications</p> <p>2.2 Describe how motivation, ability and opportunity affect Consumer Behaviour</p> <p>2.3 Analyse the types, nature and dimensions of situational influences</p> <p>2.4 Describe how (i) personal context and traits (ii) market context and traits affect Consumer Behaviour</p> <p>2.5 Describe how cultural variations, changing societal values, consumer movements, marketing ethics</p> <p>2.6 Explain how government regulations</p>

<p>3 Determinants, trends in consumer choice and the classification of behavioural influences on consumer decisions.</p>	<p>affect Consumer Behaviour</p> <p>3.1 Describe the consumer decision making process</p> <p>3.2 Describe how (i) changes in demographics (ii) advanced in technology (iii) changes in public policy influences Consumer Behaviour</p> <p>3.3 Explain environmental influences on consumers</p> <p>3.4 Describe symbolism and culture in Consumer Behaviour</p> <p>3.5 Describe how demographics can be used in Consumer Behaviour</p>
<p>4 The individual factors affecting consumer psychographics; consumer as a perceiver and consumer learning process.</p>	<p>4.1 Describe exposure, attention and perception messages</p> <p>4.2 Describe (i) memory types and ways to enhance memory (ii) retrieval types and ways to improve retrieval</p> <p>4.3 Describe the types and sources of information</p> <p>4.4 Explain the factors that affect the amount of external information search</p> <p>4.5 Outline how consumers process information and the different steps involved in information processing</p>
<p>5 The nature of consumer attitudes, including consumer attitude formation, change and personality in relation to Consumer Behaviour.</p>	<p>5.1 Describe how consumer attributes are formed through cognition and how attitudes changes</p> <p>5.2 Describe consumer judgement and decision making issues</p> <p>5.3 Analyse factors that affect retail outlet selection</p> <p>5.4 Describe the effect of marketing communication on attitudes</p> <p>5.5 Demonstrate functional theories of attitude</p>
<p>6 Consumer research as both a micro managerial topic highlighting issues that are potentially relevant to improving marketing effectiveness and a macro sociological topic considering the nature of consumption and its effect on human well-being.</p>	<p>6.1 Analyse post-purchase Consumer Behaviour</p> <p>6.2 Compare and contrast repeat purchase behaviour vs marketing strategy</p> <p>6.3 Explain qualitative and quantitative research</p> <p>6.4 Analyse the contributors to brand loyalty</p> <p>6.5 Analyse advertising effects</p> <p>6.6 Explain brand meanings to materialism and consumer culture</p> <p>6.7 Identify and address the role of consuming at the levels of individuals and organizations, families and groups, and cultures and subcultures.</p> <p>6.8 Describe perspectives drawing on psychology, sociology, communications, history, anthropology and religion</p>

<p>7 The family environment variable, the effects of family structure and the impact on materialism and compulsive buying.</p>	<p>7.1 Outline the effect of household influence on Consumer Behaviour  7.2 Describe household purchasing determinants  7.3 Describe approaches used to resolve purchase conflicts  7.4 Demonstrate factors influencing inter-spousal purchasing decisions  7.5 Outline government buying procedures  7.6 Analyse similarities and differences between household behaviour and the behaviour of businesses.</p>
<p><b>Methods of Evaluation:</b> A 3-hour written examination paper with five essay questions, each carrying 20 marks. Candidates are required to answer all questions. Candidates also undertake project/coursework in Consumer Behaviour with a weighting of 100%.</p>	

**Recommended Learning Resources: Consumer Behaviour**

<p><b>Text Books</b></p>	<ul style="list-style-type: none"> <li>• Customer Behaviour: Consumer Behaviour and Beyond by Jagdish N. Sheth , Banwari Mittal , Bruce Newman. ISBN-10: 003098016X</li> <li>• Consuming Behaviour by John Desmond. ISBN-10: 0333949927</li> <li>• Consumer Behaviour by Michael R. Solomon. ISBN-10: 0131404067</li> </ul>
<p><b>Study Manuals</b></p> 	<p>BCE produced study packs</p>
<p><b>CD ROM</b></p> 	<p>Power-point slides</p>
<p><b>Software</b></p> 	<p>None</p>