

Module 31

6.31.1. Buyer Behaviour

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| Module title | | Buyer Behaviour | | | | | | | | |
| Module NFQ level (only if an NFQ level can be demonstrated) | | 8 | | | | | | | | |
| Module number/reference | | BS31 | | | | | | | | |
| Parent programme(s) | | Bachelor of Arts (Honours) in Business Studies | | | | | | | | |
| Stage of parent programme | | Stage 4 | | | | | | | | |
| Semester (semester1/semester2 if applicable) | | Semester 2 | | | | | | | | |
| Module credit units (FET/HET/ECTS) | | ECTS | | | | | | | | |
| Module credit number of units | | 10 | | | | | | | | |
| Duration of the module | | One Academic Semester, 12 Weeks Teaching. | | | | | | | | |
| Average (over the duration of the module) of the contact hours per week | | 4 | | | | | | | | |
| Analysis of required learning effort | | | | | | | | | | |
| Effort while in contact with staff | | | | | | | | | | |
| Classroom and demonstrations | | Mentoring and small-group tutoring | | Other (specify) | | Directed e-learning (hours) | Independent learning (hours) | Other hours (specify) | Work-based learning hours of learning effort | Total effort (hours) |
| Hours | Minimum ratio teacher/learner | Hours | Minimum ratio teacher/learner | Hours | Minimum ratio teacher/learner | | | | | |
| 48 | 1:40 | 24 | 1:20 | | | | 178 | | | 250 |
| Allocation of marks (within the module) | | | | | | | | | | |
| | | | | Continuous assessment | Supervised project | Proctored practical examination | Proctored written examination | Total | | |
| Percentage contribution | | | | 20% | 20% | 20% | 40% | 100% | | |

Minimum intended module learning outcomes

On the successful completion of this module, students should be able to:

- MIMLO 31.1** Demonstrate a critical appreciation of the breadth and rational/non-rational dimensions of consumer behaviour.
- MIMLO 31.2** Analyse the role of consumer behaviour in marketing strategy formulation for B2C in an international context.
- MIMLO 31.3** Identify how the role of traditional factors influencing consumer behaviour changes with the migration to online marketing platforms.
- MIMLO 31.4** Relate aspects of consumer behaviour theory to specific instances of contemporary marketing and advertising practice.
- MIMLO 31.5** Evaluate the impact of real-time C2C consumption-related online communication on buyer behaviour.
- MIMLO 31.6** Assess the relevance of C2C online communication for marketing practice.

Module content, organisation and structure

Indicative Syllabus

Topic 1 - Introduction

The nature and scope of consumer behaviour. What do we mean by “consumer” and “behaviour”? Also the relationship between consumer behaviour and marketing strategy. How consumer behaviour, and our understanding of it, has changed. Modes of conducting consumer research.

READING:

Topic 2 – Consumers’ Perception

Consumers’ perceptual processes. Selectivity in human perception. The formation of brand images and perceptions. Consumer schemas and scripts. The consumer’s memory, its structure and processes. Relevance of memory for advertising and branding.

Reading: Solomon et al.: p.118-133.

Topic 3 – How Consumer Behaviour is learnt

Behavioural, Cognitive and Social approaches to learning. Consumers’ memory and forgetting. Marketing applications.

Reading: Solomon et al.: p.246-255

Topic 4 – Consumer’s motives and involvement

The nature, genesis, and function of consumer motives. The question of whether or not to classify consumer motives. Researching deeper consumer motives. Consumer Values. Means-End chains as a tool in motivational research. Motivation and involvement. Involvement and marketing strategy. Measuring the involvement construct.

Reading: Solomon et al.: p.177; 180-188; 191-196.

Topic 5 – Consumers’ attitudes and how to change them

The genesis, characteristics, and functions of consumer attitudes. Measuring consumer attitudes. The relationship between consumer attitudes and purchase behaviour. Attitude change. The persuasive impact of source and message factors on attitude change. The Elaboration Likelihood Model of attitude change.

Reading: Solomon et al.: p. 275-283; 288-289; 296-305

Topic 6 – Consumers’ personality and self-concepts

The development of personality theories in consumer research. Self Concept as a more promising concept. Roles and Symbolic Interactionism. Virtual selves. On-line self-extension. Sexuality and Body Image as constituents of the self.

Reading: Solomon et al.: pp.144-147; 153-168.

7 – How do consumers make decisions?

Involvement and decision-making. Stages of the decision making process. Extent and determinants of search. Evaluating alternatives, evoked sets, evaluative criteria, decision rules and heuristics. The Google Consumer Barometer. The purchase and post-purchase stages. The on-line shopping environment. Determinants of consumer satisfaction. Complaining behaviour. The growing importance of consumer disposition behaviour.

Reading: Solomon et al.: Solomon et al.: p.313-334; 337-338; 341-352.

Topic 8 – Consumer groups and their impact on consumption.

Reference groups, their forms and influence on consumption. Product and brand susceptibility to reference group influence. Opinion Leadership - identifying and mobilising opinion leaders, online and offline. Online WOM. Online brand communities.

Reading: Solomon et al.: p.384-392; 396-411.

Topic 9 – Adoption and diffusion in consumer groups

Adoption and Diffusion in consumer behaviour. Consumer and product characteristics enhancing the diffusion process. Consumer adopter categories.

Reading: Solomon et al.: p.554-560

Topic 10 – Consumers’ families and social class

The family and consumer behaviour. Changes in the structure and role orientation of families today. The family life-cycle and consumer behaviour. Marital roles and decision making in households. Children and family purchase decisions. Social Classification - its prevalence and determinants. Social Mobility. Social classification systems in Ireland. The impact of social class on consumption. The income versus social class debate

Reading: Relevant charts from the most recent CSO census on family structure.

Topic 11 – Consumers’ Culture and sub-cultures

Cultural components, myths and rituals. Values as a key component of culture. Gift-giving rituals and consumer culture. The impact of age on consumer behaviour: the teenage and senior subcultures. Tailoring marketing strategies for younger and older consumer segments.

Reading: Solomon et al.: pp.510-525

Topic 12 – Consumer misbehaviour

Compulsive and addictive consumer behaviour. Black markets and illegal consumption activities. Anti-social marketing.

Reading: Szmigin & Piacentini p.399-406.

Reading lists and other information resources

Essential Text: Solomon, Michael, Gary Bamossy, Soren Askegaard, and Margaret Hogg (2013), *Consumer Behaviour: A European Perspective* (5th ed), Prentice Hall Europe.

Recommended Texts:

Szmigin, Isabelle, and Maria Piacentini (2015), *Consumer Behaviour*, Oxford: OUP.

Linehan, Margaret (2008) *Consumer Behaviour: Irish Patterns and Perspectives*, Dublin: Gill & Macmillan

Schiffman, Leon, Leslie Lazar Kanuk and Havard Hansen (2008) *Consumer Behaviour: A European Outlook*, Pearson Education.