



**Advanced Diploma in Marketing (881) – Consumer Behaviour**




<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 course 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 course is designed to introduce and familiarize candidates 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 course equips candidates 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 course are to provide candidates 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 course requires a combination of lectures, demonstrations and discussions.	
<p><b>Intended Learning Outcomes:</b></p> <p>1 Understand the basics of consumer behavior. Understand purchase and consumption</p> <p>2 Explore consumer learning, habit, and brand loyalty</p>	<p><b>Assessment Criteria:</b></p> <p>1.1 Be able to establish a managerial orientation for the study of consumer behavior.</p> <p>1.2 Analyse the historical perspective for a consumer behavior.</p> <p>1.3 Provide an interdisciplinary perspective to the study of consumer behavior.</p> <p>1.4 Demonstrate the link between consumer behavior concepts and marketing strategy.</p> <p>1.5 Provide a framework for considering the consumer as the central component.</p> <p>1.6 Describe basic concepts such as motives, attitudes, information processing, perceived risk, and learning.</p> <p>1.7 Be able to present a model of high street shop choice as well as brand choice.</p> <p>2.1 Distinguish between behavioral and cognitive approaches to learning and brand loyalty.</p> <p>2.2 Be able to introduce the process of habitual purchasing behavior.</p> <p>2.3 Distinguish between habit and complex decision making.</p> <p>2.4 Be able to show the interrelationship between habit, learning, and brand loyalty.</p>

<p>3 Be able to introduce and elaborate on the concept of low-involvement decision making and demonstrate its importance in understanding consumer behavior.</p>	<p>2.5 Distinguish between brand loyalty and store loyalty.</p> <p>3.1 Illustrate the limitations of certain basic concepts tied to complex decision making when considered in a low-involvement context, namely, attitude change, selective perception, and dissonance reduction.</p> <p>3.2 Describe various theories of low-involvement decision making.</p> <p>3.3 Be able to consider the nature of unplanned purchasing behavior as a type of low-involvement behavior.</p> <p>3.4 Be able to consider the differences in strategic implications for a high- versus a low-involvement situation.</p>
<p>4 Describe the process of consumer perceptions.</p>	<p>4.1 Be able to consider stimulus and consumer characteristics affecting perception.</p> <p>4.2 Be able to establish the concepts of selective perception, organization, and interpretation of marketing stimuli.</p> <p>4.3 Be able to consider the strategic implications of these perceptual processes, especially regarding pricing strategies.</p> <p>4.4 Illustrate the importance of brand, price, store, and corporate image in evaluating marketing strategy.</p>
<p>5 Consider the determinants and sources of consumer information acquisition.</p>	<p>5.1 Describe the methods by which consumers process information in high- and low-involvement conditions, with particular emphasis on the role of memory, retrieval, and brand evaluation.</p> <p>5.2 Describe the concept of perceived risk as an outcome of information processing.</p> <p>5.3 Consider the strategic implications of information processing.</p> <p>5.4 Discuss the societal implications of information processing.</p>
<p>6 Describe the components of attitudes.</p>	<p>6.1 Consider how attitudes develop.</p> <p>6.2 Describe the nature and functions of attitudes.</p> <p>6.3 Discuss the importance of attitudes in developing marketing strategies.</p> <p>6.4 Describe a multi-attribute approach to brand evaluation in developing brand attitude.</p> <p>6.5 Be able to introduce a basic communication model within the context of strategic applications of attitudes.</p>
<p>7 Describe recent demographic trends and social class influences in the United Kingdom.</p>	<p>7.1 Analyse the importance of demographic trends in developing marketing strategies.</p> <p>7.2 Analyse the use of demographic characteristics in media planning, market segmentation, and new product development.</p>

<p>8 Describe the nature of culture and cultural values. Understand consider cross-cultural factors that require marketers to adapt strategies to individual countries.</p>	<p>7.3 Analyse social class as a determinant of consumer behavior.</p> <p>7.4 Be able to cite the applications of social class concepts in developing marketing strategies.</p> <p>8.1 Describe means to identify cultural values.</p> <p>8.2 Define how cultural influences manifest themselves through products in the form of symbols, myths, and ritual.</p> <p>8.3 Analyse societal issues relating to the effects of cultural values on consumer behavior.</p> <p>8.4 Analyse global trends that are creating greater similarity in needs and values across countries.</p> <p>8.5 Define the marketing implications of changing societies abroad.</p> <p>8.6 Describe the differences in cultures in the biggest markets British businesses participate in: Europe, North America, Asia, Eastern Europe and Africa.</p> <p>8.7 Describe the advantages and disadvantages of a cross-cultural (adaptive) versus a global (standardized) approach in marketing abroad.</p>
<p>9 Define the nature of household decision making and distinguish it from individual decision making.</p>	<p>9.1 Be able to present a model of the household decision-making process.</p> <p>9.2 Analyse the nature of a) husband/wife influences and b) parent-child interactions.</p> <p>9.3 Discuss the household life cycle and its marketing implications.</p> <p>9.4 Describe the implications of household decision making for marketing strategy.</p> <p>9.5 Consider modes of conflict resolution in household decisions.</p> <p>9.6 Discuss the societal issues of advertising to children.</p>
<p>10 Provide examples of segmentation strategies by citing Colgate-Palmolive, General Motors, and American Express.</p>	<p>10.1 Cite the advantages of market segmentation.</p> <p>10.2 Discuss the present trend away from mass marketing toward segmentation, providing examples from the airline and banking industries.</p> <p>10.3 Provide examples of benefit segmentation, behavioral segmentation, and segmentation by consumer characteristics.</p> <p>10.4 Cite the use of market segmentation for media selection, advertising, and distribution strategies.</p>
<p>11 Understand basic consumer rights.</p>	<p>11.1 Describe the historical development of consumer rights both in the United Kingdom and abroad.</p> <p>11.2 Explore the different issues that have been a battleground for consumer rights in the early 1990s and 2000s:</p> <p>11.3 Discuss one consumer right not covered</p>

	in the text, the right to choose.
<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%.	

### Recommended Learning Resources: Consumer Behaviour

<b>Text Books</b>	<ul style="list-style-type: none"> <li>• Customer Behaviour: Consumer Behaviour and Beyond (Hardcover) 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>
<b>Study Manuals</b> 	BCE produced study packs
<b>CD ROM</b> 	Power-point slides
<b>Software</b> 	None