

IB269-15 Consumer Behaviour

20/21

Department

Warwick Business School

Level

Undergraduate Level 2

Module leader

Miaolei Jia

Credit value

15

Module duration

10 weeks

Assessment

30% coursework, 70% exam

Study location

University of Warwick main campus, Coventry

Description

Introductory description

The study of Consumer Behaviour is fundamental to the discipline of Marketing. Understanding consumer behaviour is essential for marketers as it helps them understand why individuals act in certain ways, identify what individuals want (products, services, attributes, associations), how they want to be spoken to (communicate/learn) and influence behaviour in certain situations. An understanding of the psychological processes involved in decision-making and the various influences on these processes enable markers to develop effective strategies and managerially useful analyses.

This course enables the students of marketing to examine in greater depth issues raised in the introductory marketing module. This module will provide students with an understanding of the crucial importance of understanding the psychology of consumers for company success. Students will be able to critically examine critical issues in consumer behaviour and apply the theories and principles of consumer behaviour in a practical context.

[Module web page](#)

Module aims

The study of Consumer Behaviour is fundamental to the discipline of Marketing. Understanding consumer behaviour is essential for marketers as it helps them understand why individuals act in certain ways, identify what individuals want (products, services, attributes,

associations), how they want to be spoken to (communicate/learn) and influence behaviour in certain situations. An understanding of the psychological processes involved in decision-making and the various influences on these processes enable marketers to develop effective strategies and managerially useful analyses.

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Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

- The Consumer Decision Making Process
- “Nudging” Consumers
- Emotions and Decision Making
- Consumer Motives and Values
- Consumer Response to Marketing Actions
- Exposure, Attention, Perception
- Learning and Attitudes
- Customer Loyalty and Customer Experience
- Social and Group Aspects of Consumer Behaviour
- Social Norms and Conspicuous Consumption
- Culture and Sub-Culture
- Consumer Misbehaviour and Consumer Research

Learning outcomes

By the end of the module, students should be able to:

- Define key Consumer Behaviour concepts, models and theories.
- Articulate major concepts and research in specific Marketing, Economic, and Psychology areas, which have relevance to Consumer Behaviour
- Demonstrate how knowledge of consumer behaviour can be applied to Marketing

Indicative reading list

Evans, Jamal and Foxall (2009) "Consumer Behaviour", Wiley or equivalent

Subject specific skills

- Assess why it is essential for companies to understand Consumer Behaviour and how it influences strategic decisions
- Identify examples of how marketers use their knowledge of consumer behaviour in their marketing strategies.

- Critically evaluate the applications of Consumer Behaviour evident in current practice.

Transferable skills

- Communicate complex ideas and arguments in writing
 - Report information in a professional manner.
 - Work in groups to prepare a professional, logical and coherent video submission on a Consumer Behaviour issue in a professional and engaging manner
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Study

Study time

Type	Required
Lectures	10 sessions of 2 hours (13%)
Seminars	9 sessions of 1 hour (6%)
Private study	48 hours (32%)
Assessment	73 hours (49%)
Total	150 hours

Private study description

Preparation for Lectures and seminars

Costs

No further costs have been identified for this module.

Assessment

You do not need to pass all assessment components to pass the module.

Assessment group D1

	Weighting	Study time
Group Presentation	30%	22 hours
Group Presentation (video)		
Online Examination	70%	51 hours

Weighting

Study time

Exam

~Platforms - AEP

- Online examination: No Answerbook required

Feedback on assessment

my.wbs

[Past exam papers for IB269](#)

Availability

Pre-requisites

To take this module, you must have passed:

- Any of
 - [IB117-15 Principles of Marketing and Strategy](#)
 - [IB3L9-15 Foundations of Marketing](#)

Courses

This module is Optional for:

- UIBA-N20B BSc in Management
 - Year 2 of N20B Management
 - Year 2 of N20B Management
 - Year 2 of N23K Management with Accounting
 - Year 2 of N234 Management with Digital Innovation
 - Year 2 of N235 Management with Entrepreneurship
 - Year 2 of N232 Management with Finance
 - Year 2 of N252 Management with Marketing
 - Year 2 of N23L Management with Strategy and Organisation
- Year 3 of UCSA-I1N1 Undergraduate Computer Science with Business Studies
- Year 4 of UCSA-I1NA Undergraduate Computer Science with Business Studies (with Intercalated Year)
- Year 1 of UIOA-EEU Undergraduate EU Exchange
- Year 1 of UIOA-VEU Undergraduate EU Visiting
- Year 1 of UIOA-ESO Undergraduate European Exchange
- Year 2 of UGEA-RN21 Undergraduate German and Business Studies

- UIPA-L8N1 Undergraduate Global Sustainable Development and Business
 - Year 2 of L8N1 Global Sustainable Development and Business Studies
 - Year 2 of L8N1 Global Sustainable Development and Business Studies
- Year 2 of UIBA-N1RA Undergraduate International Business with French
- Year 2 of UIBA-N1RB Undergraduate International Business with German
- Year 2 of UIBA-N1RC Undergraduate International Business with Italian
- Year 2 of UIBA-N1RD Undergraduate International Business with Spanish
- UIBA-N20F Undergraduate International Management
 - Year 2 of N20F International Management
 - Year 2 of N20F International Management
 - Year 2 of N20S International Management (with Accounting)
 - Year 2 of N20T International Management (with Chinese)
 - Year 2 of N20N International Management (with Digital Innovation)
 - Year 2 of N20P International Management (with Entrepreneurship)
 - Year 2 of N20M International Management (with Finance)
 - Year 2 of N20U International Management (with French)
 - Year 2 of N20L International Management (with Marketing)
 - Year 2 of N20V International Management (with Spanish)
 - Year 2 of N20W International Management (with Strategy and Organisation)
 - Year 2 of N20E Management (with Foundation Year)
 - Year 2 of N234 Management with Digital Innovation
- Year 2 of UIBA-MN3A Undergraduate Law and Business Studies
- UIBA-N20E Undergraduate Management (with Foundation Year)
 - Year 3 of N20E Management (with Foundation Year)
 - Year 3 of N23N Management with Accounting (with Foundation Year and Placement Year)
 - Year 3 of N23M Management with Accounting (with Foundation Year)
 - Year 3 of N23E Management with Digital Innovation (with Foundation Year)
 - Year 3 of N23F Management with Entrepreneurship (with Foundation Year)
 - Year 3 of N23D Management with Finance (with Foundation Year)
 - Year 3 of N254 Management with Marketing (with Foundation Year)
 - Year 3 of N23P Management with Strategy and Organisation (with Foundation Year)
- Year 3 of UMAA-G1N4 Undergraduate Mathematics with Business Studies
- Year 4 of UMAA-G1N5 Undergraduate Mathematics with Business Studies (with Intercalated Year)
- Year 4 of UPXA-F3ND Undergraduate Physics and Business Studies (with Intercalated Year)
- Year 3 of UPXA-F3N2 Undergraduate Physics with Business Studies
- Year 1 of UIOA-EUS Undergraduate USA Exchange