

IB269-15 Consumer Behaviour

26/27

Department

Warwick Business School

Level

Undergraduate Level 2

Module leader

Richard White

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. Understanding 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 module enables the students to examine issues raised in the introductory marketing module in greater depth. 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 of consumer behaviour in a practical context.

This is an elective module available for WBS and non-WBS students. To find detailed availability and to apply for this module, log in to my.wbs.ac.uk using your normal IT login details and apply via the my.wbs module application system. Once you've secured a place on my.wbs you should apply via your home department's usual process, which usually takes place via eVision.

Note that you do not require the module leader's permission to study a WBS module, so please do

not contact them to request it.

[Module web page](#)

Module aims

Upon successful completion of this module, students will be able to:

Apply critical thinking to Consumer Behaviour theory and research.

Discuss the latest research issues and instruments in Consumer Behaviour.

Evaluate marketing strategies in the light of Consumer Behaviour theory.

Critically evaluate the effectiveness of various marketing techniques and their attempts to influence the behaviours of individuals.

Work independently, also in pairs and teams, to solve problems and understand Consumer Behaviour theory.

Present research ideas based on critical evaluation of theory and research.

Demonstrate how to use knowledge of Consumer Behaviour to develop better marketing programs to influence those behaviours.

Analyse the trends in consumer behaviour, and apply them to marketing in a practical context.

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
- Apply appropriate Consumer Behaviour terminology, tools and techniques in a practical context.

- Critically and creatively evaluate Consumer Behaviour concepts and applications.
- Conduct research in Consumer Behaviour and translate this into practical knowledge, and recommendations.

Indicative reading list

[Reading lists can be found in Talis](#)

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

Study

Study time

Type	Required
Lectures	10 sessions of 1 hour (7%)
Seminars	9 sessions of 1 hour (6%)
Online learning (independent)	10 sessions of 1 hour (7%)
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 D4

Assessment component	Weighting	Study time	Eligible for self-certification
Group Presentation + Poster	30%	22 hours	No
Reassessment component			
Individual Assignment			Yes (extension)
Assessment component			
Centrally-timetabled examination (On-campus) Exam	70%	51 hours	No

- Answerbook Pink (12 page)

Reassessment component is the same

Feedback on assessment

my.wbs

[Past exam papers for IB269](#)

Availability

Pre-requisites

To take this module, you must have passed:

- Any of
 - [IB148-15 Principles of Marketing](#)
 - [IB152-15 Foundations of Marketing](#)
 - [IB2D6-15 Marketing in Practice](#)

Post-requisite modules

If you pass this module, you can take:

- IB3L1-15 Customer Experience

Courses

This module is Optional for:

- Year 2 of UIBA-NN02 BSC International Management with Marketing
- Year 2 of UIBA-NN01 BSC Management with Marketing
- Year 2 of UIBA-NN03 BSC Management with Marketing (With Placement Year)
- Year 2 of UECA-L1N3 BSc Economics and Management with Placement Year
- 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 Business
 - 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 1 of UIOA-EEU Undergraduate EU Exchange
- Year 1 of UIOA-VEU Undergraduate EU Visiting
- Year 2 of UECA-L1N2 Undergraduate Economics and Management
- UIOA-ESO Undergraduate European Exchange
 - Year 1 of UESO Undergraduate European Exchange
 - Year 1 of UESO 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 UIPA-L8N2 Undergraduate Global Sustainable Development and Business Studies (with Intercalated Year)
- 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 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 N20N International Management with Digital Business
- Year 2 of N20E Management (with Foundation Year)
- Year 2 of N234 Management with Digital Business
- UIBA-N220 Undergraduate International Management (with Foundation Year)
 - Year 3 of N220 International Management (with Foundation Year)
 - Year 3 of N221 International Management with Accounting (with Foundation Year)
 - Year 3 of N226 International Management with Chinese (with Foundation Year)
 - Year 3 of N223 International Management with Digital Business (with Foundation Year)
 - Year 3 of N224 International Management with Entrepreneurship (with Foundation Year)
 - Year 3 of N222 International Management with Finance (with Foundation Year)
 - Year 3 of N227 International Management with French (with Foundation Year)
 - Year 3 of N225 International Management with Marketing (with Foundation Year)
 - Year 3 of N228 International Management with Spanish (with Foundation Year)
 - Year 3 of N229 International Management with Strategy and Organisation (with Foundation Year)
- UIBA-N20J Undergraduate Management (with Foundation Year and Placement Year/Undergraduate Partnership Programme)
 - Year 3 of N20J Management (Foundation Year and Placement)
 - Year 3 of N20K Management (Foundation Year and UPP)
 - Year 3 of N23H Management with Digital Business (with Foundation Year and Placement Year)
 - Year 3 of N23J Management with Entrepreneurship (with Foundation Year and Placement Year)
 - Year 3 of N23G Management with Finance (with Foundation Year and Placement Year)
 - Year 3 of N255 Management with Marketing (with Foundation Year and Placement Year)
- 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 Business (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 N252 Management with Marketing

- Year 3 of N254 Management with Marketing (with Foundation Year)
 - Year 3 of N23P Management with Strategy and Organisation (with Foundation Year)
- UIBA-N20C Undergraduate Management (with Placement Year/Undergraduate Partnership Programme)
 - Year 2 of N20M International Management (with Finance)
 - Year 2 of N20B Management
 - Year 2 of N20D Management (Undergraduate Partnership Programme)
 - Year 2 of N20C Management (with Placement Year)
 - Year 2 of N20Q Management with Accounting (with Placement Year)
 - Year 2 of N236 Management with Digital Business (with Placement Year)
 - Year 2 of N235 Management with Entrepreneurship
 - Year 2 of N237 Management with Entrepreneurship (with Placement Year)
 - Year 2 of N232 Management with Finance
 - Year 2 of N233 Management with Finance (with Placement Year)
 - Year 2 of N253 Management with Marketing (with Placement Year)
 - Year 2 of N23L Management with Strategy and Organisation
 - Year 2 of N20R Management with Strategy and Organisation (with Placement Year)
- Year 1 of UIOA-EUS Undergraduate USA Exchange