

IB9SK-15 Consumer Behaviour

26/27

Department

Warwick Business School

Level

Taught Postgraduate Level

Module leader

Özgün Atasoy

Credit value

15

Module duration

2 weeks

Assessment

100% coursework

Study location

University of Warwick main campus, Coventry

Description

Introductory description

The module is structured around three key themes:

Consumer Behaviour Intelligence: This theme offers a deeper exploration into consumer needs—a critical aspect of crafting effective Segmentation, Targeting, and Positioning (STP) strategies. It delves into the complexities of understanding consumers even beyond their own self-awareness. Students will be introduced to cognitive and motivational principles, enabling them to more accurately identify their target consumers and comprehend the underlying factors driving their purchasing behaviour.

Consumer Insights for Decision Makers: The focus of this theme is on how consumer insights can strategically inform decisions in product and service development, pricing, and beyond. The module will provide practical knowledge in areas such as behavioural pricing, systematic inventive thinking, and choice engineering. This equips students with the tools to make informed, impactful decisions based on deep consumer understanding.

Consumer Behaviour Management: This theme delves into practical methods for influencing consumer behaviour in real-world scenarios, covering key areas such as persuasion, motivation, and choice architecture. We will offer students state-of-the-art insights and strategies for each of these behaviour-modifying mechanisms. Participants will learn how to identify and leverage specific cognitive and motivational levers to influence consumer actions and determine which levers are most relevant in various situations.

Module aims

On completion of this module, students will be able to:

Utilise advanced techniques for a comprehensive understanding of consumer behaviour, applicable across diverse contexts and scenarios.

Proficiently predict consumer reactions to various marketing initiatives, enhancing strategic planning and implementation.

Influence consumer behaviour effectively using psychological tools, including persuasion, motivation, and choice architecture.

Dynamically refine and adapt marketing strategies, ensuring they stay aligned with evolving consumer insights, thereby maintaining relevance and impact.

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.

- Understanding consumer needs
- Utilizing consumer motivation and incentives
- Connecting to consumer identity
- Consumer exposure and attention
- Mastering consumer perception
- Implementing persuasion principles
- Employing choice architecture
- Harnessing behavioural pricing
- Investing in consumer creativity
- From consumer insights to strategic decision-making

Learning outcomes

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

- Identify and explain the relevance of consumer behaviour principles to a given context.
- Critically assess the effectiveness of motivational, persuasion, and nudging tools for influencing consumer behaviour.
- Critically reflect on consumer motivation principles and their influence on consumer decision making.
- Critically reflect on consumer cognition principles and their implications for how consumers acquire, interpret, and use information in decision making.

Indicative reading list

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

Research element

Students will conduct research using secondary sources.

International

Usage of international examples and case studies.

Subject specific skills

Apply the nudge framework to real-world scenarios.

Evaluate the use of a range of persuasion principles in practical applications.

Integrate motivational principles into consumer behaviour strategies.

Transferable skills

Oral and written communication skills.

Groupwork and teamworking skills.

Study

Study time

Type	Required
Lectures	9 sessions of 1 hour (6%)
Online learning (scheduled sessions)	(0%)
Other activity	18 hours (12%)
Private study	49 hours (33%)
Assessment	74 hours (49%)
Total	150 hours

Private study description

Preparation for lectures and workshops

Other activity description

9 x 2 hours face-to-face workshops

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 A1

	Weighting	Study time	Eligible for self-certification
Assessment component			
Individual assignment	80%	59 hours	Yes (extension)

Reassessment component is the same

Assessment component

Group presentation	20%	15 hours	No
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Reassessment component

Individual assignment			Yes (extension)
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Feedback on assessment

via myWBS

Availability

Courses

This module is Optional for:

- Year 1 of TIBA-N500 MSc in Marketing and Strategy
- Year 1 of TIBS-N1N3 Postgraduate Taught Business Analytics
- Year 1 of TIBS-N1F5 Postgraduate Taught Business and Finance
- Year 1 of TIBS-N1F2 Postgraduate Taught Business with Consulting
- Year 1 of TIBS-N1F3 Postgraduate Taught Business with Marketing
- Year 1 of TIBS-N1QG Postgraduate Taught Business with Operations Management
- Year 1 of TIBS-N1F4 Postgraduate Taught International Business (MINT)

- Year 1 of TIBS-N2N3 Postgraduate Taught Management
- Year 1 of TIBS-G5N4 Postgraduate Taught Management of Information Systems and Digital Innovation