

**Module:** Consumer Behaviour (BAMO-SMM)

**Allocation of Marks:** 40% Continual Assessment  
60% Final Examination

### **Intended Module Learning Outcomes**

On successful completion of this module, the learner will be able to:

1. Argue the importance of understanding consumer behaviour in marketing strategy development
2. Apply the range of individual and environmental factors, which influence consumer buyer behaviour
3. Examine the major models of consumer decision making processes
4. Apply consumer theories to relevant marketing scenarios
5. Demonstrate how marketers can influence consumer buyer behaviour
6. Discuss the ethical sensitivity required in terms of consumer influences

### **Module Objectives**

This module introduces learners to the principles and concepts of consumer behaviour and develops skills in consumer analysis. The key focus of the module is to enable learners to appreciate the importance of consumers and to adopt a sophisticated approach to understanding their behaviour, which essentially forms the basis of marketing strategy.

The module also looks at the critical factors influencing consumer behaviour and their impact on developing effective marketing strategies.

### **Module Curriculum**

#### **Introduction to Consumer Behaviour**

- Overview of Decision Making Models

#### **International Influences on Consumer Behaviour**

- Motivation
- Learning
- Perception
- Personality
- Attitude Formation
- Self-Concept, Lifestyles

#### **External Influences on Consumer Behaviour**

- Group dynamics
- Opinion Leadership/Word of Mouth
- Reference Groups
- Family Decision Making and the Role of Children
- Situational Influences
- Culture and Society

#### **Developing Consumer Driven Marketing Strategies**

- The Role of Consumer Behaviour in Marketing Decisions
- Ethical Considerations in Marketing to Consumers