

**MODULE: BUYER BEHAVIOR (course code BABSH-BR)**

**GRIFFITH COLLEGE DUBLIN – BUSINESS STUDIES**

**FALL SEMESTER**

***PRE-REQUISITE:* 2 semesters Principles of Marketing, Marketing Strategy, International Business Management or similar**

## **INTRODUCTION**

This module is designed to examine and understand the complexities of Buyer Behaviour in a variety of different environments. The key focus of the module is to enable students to appreciate the importance of consumers and to adopt a sophisticated approach to understanding buyer behaviour, which essentially forms the basis of marketing strategy. The module also looks at the critical factors influencing buyer behaviour and their impact on developing effective marketing strategies.

## **AIMS**

The aims of this module are:

- To develop students' critical understanding of the underlying psychological mechanisms that apply in consumer purchasing
- To enable students develop a model to examine the decision-making process in consumer purchasing
- To ensure students fully appreciate the dynamics involved in group decision making
- To examine and understand the purchasing decision making process, and the role of the individual in this process within an organisation
- To examine and understand ethical issues in the Buyer Behaviour process

## **LEARNING OUTCOMES:**

On successful completion of the module students will be able to:-

- Analyse the role of consumer behaviour in marketing strategy formulation with consumer markets within a national and international contexts
- Examine the major models of consumer and organisational decision making processes, the key theories about constructs and variables in the models, their relationships and their impact on variations to the process

- Analyse and apply these behavioural constructions to strategic and tactical marketing decisions in a wider market context in terms of segmentation, positioning and the development of an appropriate marketing mix
- Appreciate the ethical sensitivity required in terms of consumer influences

## **SYLLABUS**

### PSYCHOLOGICAL FACTORS RELATING TO CONSUMER BEHAVIOUR

- Perception
- Learning & Memory
- Motivation and Emotion
- Beliefs and attitudes
- Self-concept and Lifestyle

### CONSUMER BEHAVIOUR MODELS

- Information Search
- Situational Influences
- Consumer Decision Processes

### THE INDIVIDUAL & BEHAVIOUR

- Classical and Operant Conditioning
- Vicarious Learning

### GROUP BUYING BEHAVIOUR

- Group dynamics
- The Family Group
- Family Buying Behaviour

### The Environment

- Society
- Class structures
- Cultures
- Sub-cultures

### Organisational Buying Behaviour

- Business buying models
- Buying centres
- Decision makers
- Make or buy
- Organisational buying motives

### ORGANISATIONAL BUYER PROCESS

- Buyer – seller interfaces
- The buying decision process
- Reasons for buying

## STRATEGIC APPLICATIONS OF CONSUMER BEHAVIOUR IN MARKETING

Segmentation and positioning strategy

Development of the marketing mix

Ethical issues in the buyer behaviour process

## **ASSESSMENT METHODS**

The marks for the module have been divided between coursework assignments throughout the semester 40%, while the remaining 60% of the marks been allocated to end of semester examination.