

<b>MODULE:</b>	<b>BUYER BEHAVIOUR</b>
<b>Semester:</b>	II (Spring)
<b>Stage:</b>	III
<b>Number of Credits:</b>	4 semester credits/6 quarter units
<b>Themes:</b>	Marketing
<b>Assessment Weighting:</b>	40% Coursework 60% Examination

## **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

## TEACHING & LEARNING METHODS

Active learning will be encouraged through participative style lectures and tutorials. In addition, individual based case study analysis, video analysis and core texts will be used to ensure a broad coverage of the topic. It is anticipated that the small tutorial groups will also be used to allow for discussion of certain topics in more depth and in many cases students will be given Buyer Behaviour related articles prior to tutorials.

## 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.

## PRIMARY READING LIST

Michael R Solomon, (2001): *Consumer Behaviour, Buying, Having and Being*, 5<sup>th</sup> edition, Prentice Hall

## RECOMMENDED READING LIST

Assael, H, (2001) *Consumer Behaviour & Marketing Strategy*: 6<sup>th</sup> edition, South Western College Publishing, Cincinnati, Ohio

Mowen, J & Minor, M, (2001), *Consumer Behaviour: A Framework*, Prentice Hall

Olsen et al: (1999) *Consumer Behaviour & Marketing Strategy*: Irwin, McGraw Hill

Sutherland, M & Sylvester AL, (2000): *Advertising and the mind of the consumer*: Kogan Page

Foxhall, GR, Goldsmith RE, & Brown, S (2000) *Consumer Psychology for Marketing*: 3<sup>rd</sup> edition, Thompson Business Press

Caffey, D et al: *Internet Marketing*: FT Financial Times, Prentice Hall

Foley, E, *The Irish Market – A Profile*: The Marketing Institute of Ireland

Journals:

Journal of Consumer Behaviour  
European Journal of Marketing  
Journal of Consumer Research  
Journal of Marketing Management