

# **BMM641 Consumer Behaviour**

#### Academic Year 2013/14

Number of Aston Credits: 15

Number of ECTS Credits: 7.5

# **Staff Member Responsible for the Module:**

Julien Schmitt Marketing Group

Aston Business School Building Room 244, Extension: 3999

Email: jschmitt.uk@gmail.com

Availability: please see office hours on door

Or, contact the group administrator Mrs Samantha Doidge,

ABS236 Extension: 3147 Email: <a href="mailto:s.doidge@aston.ac.uk">s.doidge@aston.ac.uk</a>

# **Pre-requisites for the Module:**

None

### **Mode of Attendance:**

On Campus

# **Module Objectives and Learning Outcomes:**

## 1. Knowledge and Understanding of the Subject

Candidates successfully completing this module will have demonstrated the ability to understand:

- the influence of individual, situational, environmental and cultural variables on consumer behaviour;
- the decision-making processes that individuals undertake;
- the way firms use these psychological theories tin their marketing activities.



#### 2. Cognitive and Analytical Skills

- All students will be required to utilise knowledge gained during the module to develop and evaluate marketing strategies in the light of marketing psychology theories
- Students will develop the ability to critically evaluate these theories and their relevance

#### 3. Transferable Skills

- Psychological theories reviewed in this module can be used in a lot of different domains (psychology, human resources, organization behaviour...) and even in every day life events. In the module, they are applied in a consumption context, but their knowledge is transferable to any human activity.
- Students will develop skills in time management, presentations, written, oral and interpersonal communication.

#### 4. Subject Specific Skills

All students will be able to:

- Observe, interpret and demonstrate marketing psychology in action.
- Critically evaluate their own behaviour as consumers.
- Become acquainted with the latest research issues and instruments in Consumer Behaviour.

#### 5. Progression to Employment

- Students will be able to consider and develop marketing strategies utilising a detailed understanding of the consumers' motivators and behaviour.
- Students will discover key marketing metrics and indicators that are used on a daily basis in firms' marketing departments.

#### 6. Personal Development

All students will pursue their personal development by taking part in presentations and group work within tutorial groups. Students will be expected to argue and defend their conclusions drawn from research in discussions with the lecturer responsible for the module and their peers.









### **Module Content:**

Week 1:- Module Introduction

Who are they? Consumers' Demographics and Psychographics

<u>Required Reading:</u> Chapter 5: Consumer Demographics AND Chapter 6: Consumer Psychographics

Week 2:- What do they want? Consumers' Motivations and Values

Required Reading: Evans et al (2009) Chapter 1: Consumer Motives and Values

- Coursework Explanation

Week 3: How do they take their decision? Consumers' Decision Making Process

<u>Required Reading:</u> Evans et al (2009) Chapter 4: Consumer Responses to Marketing Actions: 3 Action, Post Purchase Dissonance, Consumer Involvement

Week 4:- How do they perceive their world? Exposure, Attention, Perception

<u>Required Reading:</u> Evans et al (2009) Chapter 2: Consumer Responses to Marketing Actions: 1 Exposure, Attention, Perception

Week 5:- What do they know? Consumers' Learning and Memory

<u>Required Reading:</u> Evans et al (2009) Chapter 3: Consumer Responses to Marketing Actions: 2 Learning and Attitudes

- Exam Presentation

Week 6:- What do they like? Attitudes

<u>Required Reading:</u> Evans et al (2009) Chapter 3: Consumer Responses to Marketing Actions: 2 Learning and Attitudes

Week 7: How do they influence each other? Social and Group Aspects in Consumer Behaviour

<u>Required Reading:</u> Evans et al (2009) Chapter 7: Social Group, Tribal and Household Buying Influences Evans et al (2009) Chapter 9: New Product Buying

Week 8: Student Presentations

Week 9: Revision Session

Week 10: Exam









The lecture topics are key foundation areas within marketing psychology. The lectures are supported by chapters from the essential text in addition to selected readings provided with the lecture notes. Students are expected to have read the relevant material prior to the lectures to ensure all the learning outcomes detailed above are met.

# **Corporate Connections:**

The application of marketing psychology theory to practice will be made using real-life mini-case examples. Some marketing metrics and indicators will be presented and explained so that students understand how firms analyse consumer behaviour.

#### **International Dimensions:**

The study of marketing psychology involves the examination and understanding of the inter- and intra-influences on the individual. These influences may be individual, situational, environmental or cultural (sub-cultural). As such, the influences will be presented in both a cross-national and multicultural national context. The importance of marketing psychology for marketing strategy will be illustrated using international examples and comparisons and students are encouraged to apply international examples throughout their work.

#### **Contribution of Research:**

Each topic is based on up-to-date research findings and draw upon current academic research in the field of marketing psychology and consumer behaviour. Attention is paid to a wide variety of applications from the cutting edge research conducted in the neuromarketing field to the application of marketing psychology to social marketing principles.

## **Ethics, Responsibility & Sustainability:**

- This module will present different theories and techniques through which marketers are able to influence and sometimes manipulate consumers. A strong emphasis will be made on the discussion about ethics in the use of such practices.
- This module will explain how the notions of ethics, corporate social responsibility and sustainability are become important for consumers. We will see what the new expectations of consumers are and how firms answer to these expectations.









# **Method of Teaching:**

#### a) Method of Teaching

Teaching will be via lectures, discussing the key conceptual and theoretical ideas in marketing psychology. These ideas will be put into practice in the group-work, supported by surgery sessions and specialist tutorials. Strong emphasis is placed on group participation developing the students' inter-personal and team working skills. Students will be expected to prepare for lectures through identified readings. b) Note on Group Work

Students will be assigned to groups of between 5 -10 by the Postgraduate Office. Group work is intended to help develop research, inter-personal and team working skills, in a relatively low risk environment.

It is important that all students progress through the various stages of working in a group; from initial socialisation into the group, negotiation and allocation of tasks and responsibilities, scheduling and management of meetings, the use of the peer review form and conflict resolution.

Students are required to keep records of group assessment in the form of notes from group meetings which will constitute the group diary. The group diary is a compulsory part of the assessment and must be kept up to date as it will be referred to at random points throughout the duration of the module.

Marks will be awarded equally to group members unless there has been an unequal division of labour whereupon a percentage of marks will be awarded reflecting contribution to the assessment.

Students are to refer to general information on the conduct of group assessment in the handbook. If a student or a group encounter difficulties please bring the matter to the attention of the module leader at an early stage. Please note that students have the final responsibility for the smooth running of the group process.

Students have access to an arbitration system which provides the opportunity to 'appeal' against allocations that are considered to be unfair by any member of the group. The Student Support Manager will run this system

#### Method of Assessment and Feedback:

The module will be assessed by one piece of group coursework (30%) and a twohour exam (70%).

The coursework comprises of a group presentation. The group work will be evaluated by the lecturer, moderated by a panel of expert judges, and through both self and peer-assessment. In groups, students will choose a brand of their choice and will have to analyse its marketing activity through the prism of the psychological theories









seen in class. Students will have to produce a summary report and to develop an oral presentation. This assessment will develop and test group working and presentation skills. Feedback for the coursework will be provided to each group via feedback sheets.

The exam is in **CLOSED BOOK** format. Students will be expected to answer two compulsory questions to be chosen among three. Each question will be based on a module session. These questions will assess students' comprehension and critical understanding of the module.

# **Learning Hours:**

Contact & Directed Hours	Hours
Pre-reading	20
Lectures	27
Directed Reading	20
Self-Directed Reading	12
Coursework preparation Presentation Preparation Presentation	30 1
Exam Preparation Exam Revision	40
Total	150

The following readings are subject to change. Students should not therefore purchase textbooks prior to commencing their course. If students wish to undertake background reading before starting the course, many of the chapters/readings are available in electronic form via on-line library catalogues and other resources.

#### **Pre-reading:**

Solomon M., Bamossy G., Askegaard S. & Hoog, M. (2010), *Consumer Behaviour: A European Perspective*, 4<sup>th</sup> Edition, Harlow: Prentice Hall Europe, **Chapters 1 and 2** 

Demographic Group: Baby Boomers, Jessica Letizia, ARF – Knowledge at Hand, 2013, www.warc.com.

Immersive Market Research, Warc Best Practice, 2011, www.warc.com

*HMV: hmvip – putting the customer centre stage*, Direct Marketing Association UK, 2012, www.warc.com.









Recommended Cases: Outdoor Effectiveness (Travel and Tourism), 2012, www.warc.com.

Champion Detergent: Turnstiles Advertising – A pioneering approach to OOH, Warc Prize for Asian Strategy, 2012, www.warc.com.

Coca-Cola: Share a Coke, The Communications Council, 2012, www.warc.com.

John Lewis: Harnessing the selling power of emotion, Cannes Creative Lions, 2013, www.warc.com.

Volkswagen China: The People's car project, Cannes Creative Lions, 2013, www.warc.com

Walkers: Asking consumers to "Do us a flavour", Marketing Society UK, 2010, www.warc.com.

Browse magazines such as Marketing and Marketing Week

Browse Websites such as www.warc.com

## **Essential Reading:**

Martin Evans, Ahmad Jamal and Gordon Foxall (2009) "Consumer Behaviour", 2<sup>nd</sup> edition, Wiley Publications.

## **Recommended Reading:**

Solomon M, Bamossy G & Askegaard S (2010), 4<sup>th</sup> Edition, *Consumer Behaviour: A European Perspective*, Harlow: Prentice Hall Europe

## **Supplementary Reading:**

Peter JP, Olson JC & Grunert KG (1999), Consumer Behaviour and Marketing Strategy: European Edition, London: McGraw Hill

Foxall, G.R. and Goldsmith, R.E. (1994), Consumer Psychology for Marketing, London: Routledge

Antonides G & Van Raaij WF (1998), Consumer Behaviour, A European Perspective, Chichester: Wiley

Chisnall PM (1995), 3<sup>rd</sup> Edition, Consumer Behaviour, London: McGraw Hill

Dubois B (2000), Understanding the Consumer, London: Prentice Hall Europe









Evans MJ, Moutinho L & Van Raaij WF (1996), *Applied Consumer Behaviour*, Harlow: Addison-Welsey

Howard JA (1989), Consumer Behaviour in Marketing Strategy, London: Prentice Hall International

### Journals:

Many marketing and psychology journals deal with consumer behaviour. The best strategy is to conduct an ABI Inform or PsycINFO search or use ProQuest to search for the topic that you are interested in.

Following is a list of journals (not exhaustive) that may be of interest for the module:-

Journal of Marketing

Journal of Marketing Research

Journal of Consumer Research:

Journal of Consumer Behaviour

Journal of Consumer Psychology

Journal of Consumer Marketing

Journal of International Consumer Marketing

Journal of Advertising

Journal of Advertising Research

Journal of Business Research

Journal of the Academy of Marketing Science

Psychology and Marketing

Harvard Business Review

European Journal of Marketing





