

Consumer Behaviour in a Digital Era

Credit Points: 5

Assessment Weighting: 50% Coursework
50% Exam

Module aims and objectives

Consumer Behaviour in a Digital Era is a multi-disciplinary module which alerts learners to the need to consider marketing activities in relation to other behavioural sciences, particularly, social psychology, sociology, anthropology and economics. It examines social factors such as class, status, the influence of the family and peer groups, and their contribution to the decision-making process of the buyer. It also incorporates the salient issues of cultural change and the development of distinctive subcultures.

This module examines and develops learners' understanding of the complexities of consumer behaviour in a variety of different environments. The key focus of the module is to enable learners to appreciate the importance of consumers and to adopt a sophisticated approach in understanding consumer behaviour, as a key input to marketing strategy. By the end of this module learners gain an awareness of current consumer trends and digital consumer behaviour.

Minimum intended module learning outcomes

On successful completion of this module, learners are able to:

- (i) Examine the dynamic and complex social and cultural dimensions of consumer behaviour
- (ii) Appraise the major models of consumer decision-making processes and the key influences on these processes
- (iii) Investigate the revolutionary impact technology is having on consumer behaviour
- (iv) Evaluate the social and environmental contexts in which consumption decisions are made
- (v) Explain the critical role of the ethical considerations, consumers' privacy and professional practice relating to consumer behaviour

Information provided to learners about the module

Learners enrolled on this module initially receive a copy of the module descriptor, assessment briefs and assessment strategy. These materials are given directly by the lecturer but also by the year head as part of the Semester Schedule Handbook for award stage modules of the programme. All content is provided on Moodle as well as access to additional content through the library and online resources.

Module content, organisation and structure

Development of Consumer Behaviour

- Overview of Consumer Behaviour
- Marketing and Consumers – Ethical and Legal Considerations
- Impact of Digital technologies on Consumer Behaviour

Psychological Factors Relating to Consumer Behaviour

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

Consumers as Decision Makers

- Individual Decision-Making Processes
- Situational Influences
- Group Buying Behaviour
- Opinion Leadership and Reference Groups
- Family Buying Behaviour

Culture and Society

- Society and Class Structures
- Cultural Influences on Consumer Behaviour
- Sub-cultures
- Cross-Cultural Consumer Behaviour

Developing Consumer Driven Marketing Strategies

- The Role of Consumer Behaviour in Marketing Decisions
- Social Media
- Persuading Consumers
- Cyberpsychology
- Business to Business
- Social Responsibility

Module teaching and learning (including formative assessment) strategy

Active learning is encouraged through participative style lectures and tutorials to encourage learners to develop their attitudes and perspectives by challenging assumptions and beliefs. Real-world case studies frame enquiry-based learning (EBL) and provide learners with opportunities to apply theories delivered in lectures through interactive discussion facilitated

by the tutor. Guest lecturers are invited to speak with learners. Readings and videos are given to learners to review in their own time and used to frame group questions and answers in tutorials.

Learners of this module enjoy high levels of engagement. This may be through active participation, the use of relevant examples to which they can relate and through questioning by being made to think about what is being said. Lectures are delivered in a way that is informative and engaging. The content is well-organised and easy to follow. Learners can understand the development of the argument, or the logic in the ordering of the information or ideas. Sample activities include individual, paired and grouped activities led using dynamic and engaging methods. Some of the approaches used may include problem-based tutorial groups which involve small groups using a case study to frame problem-based learning, or step-by-step discussion through a planned sequence of issues / questions led by the tutor.

The flipped classroom model is used and involves a reversal of traditional teaching where learners gain first exposure to new material outside of class, usually via reading or lecture videos, and then class time is used to do the more difficult work of assimilating that knowledge through strategies such as problem-solving, discussion or debates.

E-learning

Learners have access to Moodle, the College's virtual learning environment (VLE), where lecture notes, case studies and other relevant information including academic journal articles are uploaded each week and through which assignments can be submitted and individual feedback given to each learner. Online classes and seminars are provided for learners undertaking the 'Blended Learning' courses.

Reading lists and other information resources

Primary Reading

Schiffman, L.G. and Wisenblit, J. (2019) *Consumer Behaviour: Global Edition*, 12th Ed. Harlow: Pearson.

Solomon, M.R., Askegaard, S., Hogg, M.K. and Bamossy, G. (2019) *Consumer Behaviour: A European Perspective*, 7th Ed. New York: Pearson.

Secondary Reading

Blackwell, R.D., Miniard, P. and Engel, J. (2017) *Consumer Behaviour*, 10th Ed. Mason, OH: Cengage.

Sethna, Z. and Blythe, J. (2019) *Consumer Behaviour*, 4th Ed. London: Sage.

Szmigin, I. and Piacentini, M. (2018) *Consumer Behaviour*, 2nd Ed. Oxford: Oxford University Press.

Journals

Journal of Consumer Behaviour

Journal of Consumer Marketing

European Journal of Marketing

Journal of Consumer Research

Irish Marketing Review

Websites

<http://www.warc.com/>
Booz Allen Hamilton <http://www.bah.com>
Marketing Week <http://www.marketingweek.co.uk>
Marketing Institute of Ireland <http://www.mii.ie>
AdWorld <http://www.adworld.ie>
AdWeek <http://www.adweek.com/>
Forbes <http://www.forbes.com>
Amarach Research <http://www.amarach.ie>
The Drum <http://www.thedrum.com/>

Module summative assessment strategy

Assessment for this module is divided into two elements: an individual piece of coursework weighted at 50%, with the remaining 50% of the marks been allocated to end-of-semester examination. Coursework typically entails the development of a consumer report with a particular focus on the internal and external forces which influence consumer behaviour and their implications for marketers. Primary research is encouraged in the completion of the coursework.

The assessed work breakdown is indicated in the table below.

No.	Description	Weighting
1	Case Study	50%
2	Examination	50%