UK

SYLLABUS 2026-2027

Consumer Behaviour

MODULE SPECIFICATION

Module Code	2627_MKT_1_EN_018
Campus	Oxford
Department(s)	Marketing
Level / Semester	Undergraduate Year 1 (U1); Equivalent to FHEQ level 4 Semester 02
Language of Instruction	English
Teaching Method	☒ In-person (face-to-face) ☐ Distance learning (live online) ☐ e-Learning (asynchronous) ☐ Hybrid: _____
Pre-requisite(s)?	None
ECTS *Reminder: 1 ECTS = between 20 and 30hr- student workload*	3
Equivalent FHEQ credits	6
Study Hours	60 hours which comprise of 28 directed learning and 32 independent learning/assessment hours

MODULE DESCRIPTION

Module Aims	This module provides a foundational introduction to consumer behaviour, focusing on the external and internal factors that influence purchasing decisions. Students will learn how to diagnose the stages of the buying process, identify key players, and evaluate credible sources of information. The module also places a strong emphasis on understanding sustainable purchasing decisions, equipping students with the tools to analyse and make recommendations for both individual and business consumers. It is designed to provide a core

	understanding of how and why consumers make choices in the marketplace.
Teaching Arrangement	The module will be delivered through videography, group work, case studies, and an oral defence.
Learning Outcomes	By the end of this module, students should be able to: 1. Explain the consumer buying decision process for both individuals and businesses. 2. Identify the key factors that influence consumer behaviour and purchasing decisions. 3. Analyse and make recommendations regarding the buying process of individual or business consumers. 4. Describe how businesses can promote sustainable decision-making to ensure consumer well-being. 5. Provide examples of consumer behaviour from a range of different business sectors.
Competency Goals* *(Knowledge, expertise and interpersonal skills)*	PGE_U_CG03 - Develop and implement the marketing and sales strategy PGE_U_CG05 - Innovate to adapt to its environment
Alignment with Programme Learning Goals*	PGE_U_CG03_LO01 - Analyse macro environment, benchmark and develop marketing strategy PGE_U_CG05_LO04 - Develop decision-making support tools

SESSION TOPICS / MODULE SCHEDULE

(Please note, a session/sequence may be more than one scheduled class)

Session 1: Introduction

Content:

- Module objectives
- Module evaluation process
- Why we study consumer behaviour
- What is marketing?
- Understanding consumer behaviour in the marketing process

References:

- Solomon, M.R. and Russell, C.R. (2024) *Consumer behavior: Buying, having and being*. 14th edn. Harlow, United Kingdom: Pearson.

Assignments:

- Class discussion, case studies, and comprehension assessment

Session 2: Environmental Influences on Consumer Behaviour

Content:

- Explain external factors influence on consumers in their buying decision process

Last reviewed: 21/08/2026

- Present and analyse dimensions such as culture, groups, and environmental factors

References:

- Arnould, E.J., Thompson, C.J., Weinberger, M. and Crockett, D. (eds.) (2023) *Consumer culture theory*. 2nd edn. Thousand Oaks, CA: SAGE Publications.
- Solomon, M.R. and Russell, C.R. (2024) *Consumer behavior: Buying, having and being*. 14th edn. Harlow, United Kingdom: Pearson.

Assignments:

- Class discussion, case studies, and comprehension assessment

Session 3: Personal Influences in Consumer Behaviour – Consumer's Motivations and Perception Process

Content:

- How needs and perception process influence behaviour

References:

- Solomon, M.R. and Russell, C.R. (2024) *Consumer behavior: Buying, having and being*. 14th edn. Harlow, United Kingdom: Pearson.

Assignments:

- Class discussion, case studies, and comprehension assessment

Session 4: Personal Influences in Consumer Behaviour – Consumer's Evaluation Process

Content:

- How consumers evaluate: the cognitive and affective evaluation decision process
  - Influence of values, involvement and trust in the evaluation process
  - The Elaboration Likelihood Model (ELM)

References:

- Solomon, M.R. and Russell, C.R. (2024) *Consumer behavior: Buying, having and being*. 14th edn. Harlow, United Kingdom: Pearson.

Assignments:

- Class discussion, case studies, and comprehension assessment

Session 5: Personal Influences in Consumer Behaviour – Consumer Buying and Post-Purchase Evaluation Process

Content:

- Relation between attitudes and behaviour (call for action)
- Post-purchase evaluation
- Loyalty of customers
- Cognitive and behavioural learning process

References:

- Solomon, M.R. and Russell, C.R. (2024) *Consumer behavior: Buying, having and being*. 14th edn. Harlow, United Kingdom: Pearson.

Assignments:

- Class discussion, case studies, and comprehension assessment

Session 6: Responsible Buying Behaviour

Content:

- Overview of what motivates consumers to adopt responsible buying behaviour such as attitudes, norms, and awareness

References:

- Smith, M.E. (2021) *Inspiring green consumer choices: Leverage neuroscience to reshape marketplace behavior*. Kogan Page.

Assignments:

- Class discussion, case studies, and comprehension assessment

Session 7: Final Presentation

Content:

- Present final presentations

References:

- Solomon, M.R. and Russell, C.R. (2024) *Consumer behavior: Buying, having and being*. 14th edn. Harlow, United Kingdom: Pearson.
- Arnould, E.J., Thompson, C.J., Weinberger, M. and Crockett, D. (eds.) (2023) *Consumer culture theory*. 2nd edn. Thousand Oaks, CA: SAGE Publications.

Assignments:

- Promotional video presentation and justification on the product/service/cause chosen
    - Use models, theory, and examples taught in class to explain why the promotional video helps consumers by the product/service/cause chosen in a sustainable way

KEY TEXTS

1. Solomon, M.R. and Russell, C.R. (2024) *Consumer behavior: Buying, having and being*. 14th edn. Harlow, United Kingdom: Pearson.
2. Arnould, E.J., Thompson, C.J., Weinberger, M. and Crockett, D. (eds.) (2023) *Consumer culture theory*. 2nd edn. Thousand Oaks, CA: SAGE Publications.
3. Smith, M.E. (2021) *Inspiring green consumer choices: Leverage neuroscience to reshape marketplace behavior*. Kogan Page.

SUPPLEMENTARY TEXTS

1. N/A

MODES OF ASSESSMENT

Continuous Assessment (40%)	Case study	10%
	Group video project	30%
Final Exam (60%)	Case study	

MODULE DESIGN TEAM

- Author: *Olivier Kovarski*
- Reviewer: *Kalust Manukyan*
- External Reviewer: *André Blackman*

Last reviewed: 21/08/2026