

Module code	PSY725	Level	7
Module title	The Psychology of Consumer Behaviour (elective)	Credit value	10
Programme(s) on which the module is taught	MSc Psychology	ECTS Credits	5
	MA User Experience Design	Notional learning hours	100

1. Pre-requisite modules

None

2. Module aims and objectives

The module aims to introduce you to the application of psychological methods, principles and theories to the understanding of consumer behaviour: why people buy and consume what they do and what informs these choices. The module will consider a variety of motivational and possible causal factors, including personality, social influence, neurobiology, and sensory and perceptual properties

3. Learning outcomes

D. Knowledge and understanding

Upon graduating, you will be able to:

- A1: Demonstrate detailed and critical knowledge of consumer psychology as a branch of the discipline: its scientific underpinnings, historical origins, development and limitations.
- A2: Demonstrate detailed and critical knowledge of psychological functioning: this includes influences on psychological functioning and how they are conceptualised and interrelate across the core and several specialised areas of psychology, some of which are at the cutting edge of research in the discipline.
- A3: Demonstrate detailed and critical knowledge of research methods: a wide range of paradigms, methods and measurement techniques in consumer psychology, as well as ethical considerations.

E. Subject-specific skills

Upon graduating, you will be able to:

- B1: Reason scientifically: understand the role of evidence and make in-depth critical judgments about arguments in consumer psychology.

F. Generic skills

Upon graduating, you will be able to:

- C1: Share information: effectively communicate ideas and research findings by written, oral and visual means; demonstrate mastery of computer literacy, to further your own learning and present ideas and research findings.
- C2: Use data critically: interpret and use numerical, textual and other forms of data.
- C3: Show social awareness: being sensitive to, and taking account of, contextual and interpersonal factors in groups and teams.

C4: Learn independently: actively undertake self-directed study and project management, to meet desired objectives; take charge of your own learning, and reflect on and evaluate personal strengths and weaknesses for future learning, practice, and employability.

4. Indicative content

- Introduction to consumer behaviour and psychology
- Introduction to the methods used by consumer psychology
- Motivational behaviour
- Memory for products and services
- Hedonism and utilitarianism
- Environmental and sensory influences on consumer behaviour
- The psychology of eating and the restaurant
- The role of emotion in consumer decision making and at point of purchase
- Decision making: individuals and groups
- Personality and other moderators
- The role of culture, sub-cultures and belief systems in consumption
- Consumer neuroscience
- Ethics and practice in consumer psychology

5. Learning and teaching methods

Teaching will take the form of a combination of lectures, group work, seminars and tutorials.

10 credit module – 100 learning hours	
Directed learning	20 hours
Lectures	20
Seminars	0
Other	0
Collaborative Learning	0 hours
Tutorials (1:1 and group)	0
Self-directed learning	80 hours
Preparation for class	10
Self-study after class	50
Preparation for assessments	10
Assessment	10
Total	100

6. Assessment and relative weightings

Assessment 1:

Formative: Formative assessment will be provided, feeding into the summative assessment, e.g.: Essay plan

You will submit an essay plan for the summative essay assessment.

Length: 500 words

Weighting: 0%

Summative: Essay

You will write an essay from a list of topics provided.

Length: 1500 words

Weighting: 50%

Assessment 2:

Formative: Formative assessment will be provided, feeding into the summative assessment, e.g.: Presentation topic and plan

You will submit the topic and plan for your summative group presentation assessment.

Length: 500 words

Weighting: 0%

Summative: Group presentation

You will give a group presentation based on a list of topics provided.

Length: 15 minutes

Weighting: 50%

7. Mapping of assessment tasks for the module

Assessment tasks	A1	A2	A3	B1	C1	C2	C3	C4
Assessment 1: Essay	x	x	x	x	x	x		X
Assessment 2: Group presentation	x	x	x	x	x	x	x	X

8. Key reading

Essential texts

- Jansson-Boyd, K. (2019). *Consumer Psychology*. (2nd edition). Open University Press.
- Sethna, Z., & Blythe, J. (2019). *Consumer Behaviour*. (4th edition). Sage.

Recommended reading

- Achar, C., So, J., Agrawal, N., & Duhachek, A. (2016). What we feel and why we buy: the influence of emotions on consumer decision-making. *Current Opinion in Psychology*, 10, 166-170.
- Ares, G. (2018). Methodological issues in cross-cultural sensory and consumer research. *Food Quality and Preference*, 64, 253-263.
- Ekinci, Y., Calderon, J., & Siala, H. (2016). Do personality traits predict 'complaining' consumers?. *Journal of Business Environment*, 8(1), 32.
- Karmarkar, U. R., & Plassmann, H. (2019). Consumer neuroscience: Past, present, and future. *Organizational Research Methods*, 22(1), 174-195.
- Kesari, B., & Atulkar, S. (2016). Satisfaction of mall shoppers: A study on perceived utilitarian and hedonic shopping values. *Journal of Retailing and Consumer Services*, 31, 22-31.
- Marbach, J., Lages, C. R., & Nunan, D. (2016). Who are you and what do you value? Investigating the role of personality traits and customer-perceived value in online customer engagement. *Journal of Marketing Management*, 32(5-6), 502-525.
- Paul, J., Sankaranarayanan, K. G., & Mekoth, N. (2016). Consumer satisfaction in retail stores: theory and implications. *International Journal of Consumer Studies*, 40(6), 635-642.
- Plassmann, H., Venkatraman, V., Huettel, S., & Yoon, C. (2015). Consumer neuroscience: applications, challenges, and possible solutions. *Journal of Marketing Research*, 52(4), 427-435.

Relevant journals in the field include: *Appetite*, *Chemosensory perception*, *Food Quality and Preference*, *Frontiers in Psychology*, *Journal of Applied Psychology*, *Journal of Consumer Psychology*, *Journal of Retailing*, *Psychology and Marketing*.