

MARK7013 Sustainable Consumer Behaviour (Semester 1)

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This module critically appraises the behaviours of customers and their interaction with marketing. Informed by behavioural science - principally Psychology & Sociology. Students analyse why customers behave in the ways they do and how their behaviours are influenced by marketing - particularly brands and campaign messages. This analysis informs students' critical understanding and implementation of both strategic and responsible marketing practice.

An innovative dimension of this course is the investigation of change agents that will significantly influence the behaviours of customers in the future, for example neuroscience, climate change and technology innovation. As this is a highly analytical course that utilises research evidence to inform evaluation, behavioural and communications, research is embedded to facilitate the development of research-informed evaluative understanding of customer behaviour and predictions for its future evolution.

23 items

An Introduction to customer behaviour (11 items)

Please note you are not expected to read all these texts.

Consumer behavior: buying, having and being, by Michael R. Solomon; Cristel Antonia Russell; Michael R. Solomon, 2024

[Book](#) | **Essential** | Global edition

The unmanageable consumer, by Yiannis Gabriel; Tim Lang, 2015

[Book](#) | **Essential**

The Sustainable Development Goals Extended Report 2023

[Document](#) | **Essential**

The Theory of planned behavior, by Icek Ajzen

[Article](#) | **Essential**

Efficacy of the Theory of Planned Behaviour: A meta-analytic review - in British Journal of Social Psychology, by Christopher J. Armitage; Mark Conner, 2001-12

[Article](#) | **Essential**

Montano, D.E. and Kasprzyk, D., 2015. Theory of reasoned action, theory of planned behavior, and the integrated behavioral model. Health behavior: Theory, research and practice, 70(4), p.231.

[Chapter](#) | **Recommended**

User acceptance of information technology: system characteristics, user perceptions and behavioral impacts, by Fred D. Davis

[Article](#) | [Essential](#)

Futures Studies Theories and Methods (The Six Pillars)

[Article](#) | [Essential](#)

Consuming behaviour, by John Desmond, 2003

[Book](#) | [Recommended](#)

Consumer behaviour, by Isabelle Szmigin; Maria Piacentini, 2022

[Book](#) | [Recommended](#)

Consumer behavior & culture: consequences for global marketing and advertising, by Marieke K. de Mooij, 2019

[Book](#) | [Recommended](#)

Suggested Reading. (12 items)

Explore these texts for a deeper dive into Consumer Behaviour. These readings are not required, but they can provide valuable insights and perspectives that will support your understanding of the material.

Decoding the irrational consumer: how to commission, run and generate insights from neuromarketing research, by Darren Bridger, 2015

[Book](#) | [Optional](#)

Aftermath: the cultures of the economic crisis, edited by Manuel Castells; J. M. G. Carac

a; Gustavo Cardoso, 2014

[Book](#) | [Optional](#)

Digital insights 2020: how the digital technology revolution is changing business and all our lives, by Michael De Kare-Silver, 2014

[Book](#) | [Optional](#)

Consumer.ology: the truth about consumers and the psychology of shopping, by Philip Graves, 2013

[Book](#) | [Optional](#)

Excess: anti-consumerism in the West, by Kim Humphery, 2010

[Book](#) | [Optional](#)

Thinking, fast and slow, by Daniel Kahneman, 2012

[Book](#) | [Optional](#)

Alter-globalization: becoming actors in the global age, by Geoffrey Pleyers, 2010

[Book](#) | [Optional](#)

Introduction to neuromarketing & consumer neuroscience, by Thomas Zoe

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ga Ramsøy, 2015

[Book](#) | Optional

2052: a global forecast for the next forty years : a report to the Club of Rome
commemorating the 40th anniversary of The limits to growth, by Jørgen Randers, c2012

[Book](#) | Optional

Enchanted objects: design, human desire, and the Internet of things, by David Rose, 2014

[Book](#) | Optional

Luxury, lies and marketing: shattering the illusions of the luxury brand, by Marie-Claude Sicard; Trevor Cribben Merrill, 2013

[Book](#) | Optional

Consumer society: critical issues and environmental consequences, by Barry Smart, 2010

[Book](#) | Optional