

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ  
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ  
ІМЕНІ СЕМЕНА КУЗНЕЦЯ



ПОВЕДІНКА СПОЖИВАЧА

робоча програма навчальної дисципліни

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Статус дисципліни	обов'язкова
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Завідувач кафедри  
маркетингу

Людмила ГРИНЕВИЧ

Харків  
2023

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS



**CONSUMER BEHAVIOR**  
work program of the academic discipline

Branch of knowledge	<i>07 "Management and administration"</i>
Specialty	<i>075 "Marketing"</i>
Educational level	<i>First (bachelor's degree)</i>
Educational program	<i>Marketing</i>

Discipline status	<i>required</i>
Language of teaching, learning and assessment	<i>English</i>

Head of Department of Marketing

Lyudmila GRYNEVICH

Kharkiv  
2023

APPROVED

at the meeting of the marketing department  
Protocol No. 7 dated January 17, 2023

Developer(s):

Natalia BOIKO, Candidate of Economics, Associate Professor of the Department of Marketing.

**Renewal and Re-Approval Letter  
work program of the academic discipline**

Academic year	Date of the meeting of the department - developer of WPLD	Protocol number	Signature of the head of the department

## Abstract of the academic discipline

Modern economic conditions in which domestic enterprises operate are characterized by a high level of uncertainty and dynamic factors of the external environment. All this contributes to the emergence of unfavorable situations accompanied by conflicting economic interests and the lack of complete and reliable information. In such conditions, the ability of managers to adapt the company's activities to changes in the external environment and to make scientifically based, optimal decisions in order to conduct effective business activities of the company becomes important. The possibility of achieving this is determined by thorough professional training of future economists and company managers, which takes into account all aspects of modern business practice.

**The study program of the study discipline "Consumer Behavior"** is compiled in accordance with the educational program for training students of the first (bachelor's) level of higher education in the specialty 075 "Marketing", the educational program "Marketing".

**The purpose of teaching this educational discipline** is to provide knowledge about the directions of expansion of marketing functions in the study of mechanisms of consumer behavior and the use of these mechanisms to achieve the organization's goals.

To achieve the goal, the following main tasks are set:

study of the composition and directions of action of external and internal factors of consumer behavior, possibilities of their use in marketing activities;

acquiring skills of working with the consumer and managing his behavior. "Consumer behavior" is an educational discipline that studies the tools of economic reasoning and making business decisions taking into account the variability of the external environment.

**The object of the educational discipline** is the economic system and processes that reflect various aspects of economic decision-making.

**The subject of the academic discipline** is the marketing system of managing consumer behavior.

In the process of learning, students get the necessary knowledge during lectures and practical tasks. The most difficult issues are brought up for consideration and discussion during seminar classes. Independent work of students is also of great importance in the process of studying and consolidating knowledge. All types of classes are developed in accordance with the credit-transfer system of the organization of the educational process.

### Characteristics of the academic discipline

Course	2
Semester	2
Number of ECTS credits	5
Final control form	Exam

### Structural and logical scheme of studying the discipline

Prerequisites	Post-requisites
<i>Microeconomics</i>	Marketing management
<i>Macroeconomics</i>	Conducting business negotiations
<i>Marketing</i>	Public communications
<i>Sociology</i>	Psychology of consumers in marketing
<i>Management</i>	Socially responsible marketing

### Competencies and learning outcomes by discipline

The educational discipline "Consumer Behavior" ensures the acquisition of the ability to solve problems, tasks of a research and/or innovative nature in the field of marketing.

Competences	Learning outcomes
CK11. The ability to analyze the behavior of market subjects and determine the peculiarities of the functioning of markets	PH2. Analyze and forecast market phenomena and processes based on the application of fundamental principles, theoretical knowledge and applied skills of marketing activities.
CK4. The ability to conduct marketing activities based on an understanding of the essence and content of marketing theory and the functional relationships between its components.	PH3. Apply acquired theoretical knowledge to solve practical tasks in the field of marketing.
CK12. The ability to substantiate, present and implement the results of research in the field of marketing.	PH7. Use digital information and communication technologies, as well as software products necessary for the proper implementation of marketing activities and the practical application of marketing tools.
CK13. The ability to plan and implement effective marketing activities of a market entity in a cross-functional section.	PH8. Apply innovative approaches to the implementation of marketing activities of a market entity, flexibly adapt to changes in the marketing environment.
CK12. The ability to substantiate, present and implement the results of research in the field of marketing.	PH9. Assess the risks of conducting marketing activities, 7 establish the level of uncertainty of the marketing environment when making management decisions.
3K14. The ability to act socially responsibly and consciously.	PH15. To act socially responsibly and socially-consciously on the basis of ethical principles of marketing, respect for cultural diversity and values of civil society with respect for individual rights and freedoms.

### Program of educational discipline

## **Content module 1. Consumer behavior in the conditions of economic exchange**

### **Topic 1. Consumer behavior in the conditions of economic exchange**

Marketing and the consumer. The importance of studying consumer behavior. Consumer behavior in the conditions of economic exchange.

Approaches and stages of consumer behavior analysis.

### **Topic 2. Concept, structure and essence of consumer behavior**

The essence of consumer behavior. The structure of consumer behavior. Basic methods and approaches to the study of consumer behavior. Behaviorism. Model I.P. Pavlov. Z. Freud's model. Cognitive theories. An integrated model of consumer behavior.

Principles of consumer behavior research.

### **Topic 3. Factors of external influence on consumer behavior**

External factors. Cultural factors. The concept of culture. Functioning of culture. norms Values. Cultural values and consumer behavior.

Social factors. Social stratification and marketing. The concept of social class. Peculiarities of class behavior. Status spectra. Theory of intelligent behavior and theory of planned behavior.

Reference groups. Classification of reference groups. The influence of reference groups on consumer behavior. Theory of roles. Charismatic motivation.

The family as a purchasing center. Household, its life cycle. Consumer socialization. Innovative socialization of consumers.

Situational factors. Types of situations.

### **Topic 4. Factors of internal influence on consumer behavior**

Internal factors. Definition of motivation. A model of the motivation process. Factors that determine motives. Dynamic nature of motivation. Classification of motivational theories. General theories of motivations (A.Maslow, McClelland, 3. Freud.). Special theories of motivation. The theory of opposite processes. "S-R" theory and the theory of maintaining the optimal level of stimulation. Hedonistic motivations. Desire to maintain freedom of activity. Motivation aimed at reducing risk. Types of consumer risks. Factors that influence the perception of risk. Motivation to establish a causal relationship.

Need. Daniel Starch's classification of needs. H. Murray's list of needs. A. Maslow's hierarchy of needs. D. McClelland's theory of needs. Utilitarian and hedonistic needs. Absolute and relative needs according to Keynes. Generic and derived needs according to Abbott. McGuire's classes of needs.

Personality. Basic theories of personality. The theory of Z. Freud. Neo-Freudian theory. Socio-psychological theory. Theory of self-concept. Theory of characteristic strokes. Kettel's theory. Emotions. Types of emotions. Values. Registers of values according to Rodych, Schwartz and Sheth-Newman-Gross theory of consumer values. Lifestyle. AIO model. ModelVALS. LOV model. Consumer resources. Knowledge of consumers.

### **Topic 5. Behavioral reaction of buyers**

Determination of cognitive, emotional and behavioral response of consumers. Foote, Cone, Belding involvement matrix. Perception Stages of the perception process. Sensitivity thresholds. Factors affecting perception. Assimilation. Theories of assimilation. Behaviorist theories. Classical theory of I. P. Pavlov. Instrumental theory. Cognitive theories. Cognitive learning. Observational learning. Model of the information process in the consumer. Factors affecting the memorization process. Time and memory. Emotional state and memory. Interest, its types. Adaptation. WARNING. Understanding. Semiotic analysis. Attitude. Three-component model of attitude. Modern attitude model. Theories used to explain attitude formation (cognitive dissonance theory, attributional theory). Firm strategies that aim to change attitudes.

### **Topic 6. Decision-making process by an individual consumer**

Consumer models (economic person, passive person, fierce cognitive and emotional person). Characteristics of buyers and choice of place of purchase. A model of the purchase decision-making process. Awareness and search for information. Evaluation and selection of alternatives. Decision rules. Post-purchase processes. Dissonance after purchase. Protection of consumer rights. Consumption. Utilization. Purchase evaluation. Types of decision-making processes. The level of interest and the process of making purchase decisions. The influence of price and quality on the process of making purchase decisions.

### **Topic 7. Decision-making process by the industrial consumer**

Specifics of organizational consumer behavior. Models of organizational consumer behavior. Bygrid's model. Levitt model. Shet's model. Purchasing center. Types of situations in the consumer cycle of organizations. Motivation and behavior of the organizational consumer. Positional management values. Business behavior of the individual. The procurement process. Awareness of production needs. Determination of product characteristics. Finding suitable suppliers. Evaluation of proposals. Purchase. Use and evaluation after purchase.

### **Content module 2. Study of the consumer's decision-making process**

## **Topic 8. Marketing tools for influencing consumer behavior**

The influence of marketing communication. Possibilities of marketing communication. The influence of advertising on consumer behavior. Factors determining the effectiveness of communication. Sources of advertising information. Evidence presented in the advertisement. Persuasiveness of arguments.

The influence of the company's product policy on consumer behavior. Perception of the product and brand by the consumer. Strengthening the image of the brand.

Sales policy and consumer behavior. Change in influence in distribution channels. Strategies of retail trade.

Pricing strategies and consumer behavior. Methods of modification of consumer behavior.

## **Topic 9. Quantitative studies of consumer behavior**

General scheme of applied marketing research of consumer behavior. Quantitative studies of consumer behavior.

The measure of cognitive reaction of consumers. A measure of brand popularity. Remembering and forgetting an advertising message. Analysis of perceived similarity.

Measuring the emotional response of consumers. Measurement of consumer relations based on compositional and decompositional approaches.

Measurement of consumer behavioral response. Analysis of market share dynamics. Analysis of brand loyalty. Methods of measuring consumer satisfaction - dissatisfaction.

## **Topic 10. Qualitative studies of consumer behavior**

Study of motivation factors. Poll. Focus groups. In-depth interviews. Observation of consumer activity followed by discussion with consumers. Associative conversations. Projective tests. Retrospective conversations. Conversations are based on creative ideas. Conversations that create doubt and worry. Conversations in groups.

Development of a list of search questions for diagnosing the decision-making process by consumers.

The list of practical classes, as well as questions and tasks for independent work is given in the table "Rating plan" of the academic discipline"

## **Teaching and learning methods**



In the process of teaching an academic discipline, in order to activate the educational and cognitive activity of students, the use of both active and interactive educational technologies is provided, including: lectures of a problem nature, mini-lectures, work in small groups, seminars-discussions, brainstorming, case method, presentations, introductory (initial) games.

The main differences between active and interactive learning methods from traditional ones are determined not only by teaching methods and techniques, but also by the high efficiency of the educational process, which is manifested in: high motivation of students; consolidation of theoretical knowledge in practice; increasing students' self-awareness; formation of the ability to make independent decisions; formation of the ability to make collective decisions; formation of the ability to social integration; acquisition of conflict resolution skills; development of the ability to find compromises.

*Problem lectures* are aimed at the development of students' logical thinking and are characterized by highlighting the main conclusions on the issues under consideration. During lectures, students are given questions for independent reflection, which play an activating role, forcing students to concentrate and start thinking actively in search of the right answer. Problem lectures should be used when considering topics 2-6, 8-10.

*Mini-lectures* are characterized by a significant capacity, complexity of logical constructions, images, proofs and generalizations. It is advisable to conduct mini-lectures when studying topics 1, 7.

*Case method (method of analysis of specific situations)* - allows to bring the learning process closer to the real practical activity of specialists and involves consideration of problematic management situations. This method of studying educational material should be used when studying topics 5, 6, 7.

*Working in small groups* creates opportunities for active participation of each student in work on the topic of employment, ensures the formation of personal qualities and experience of social communication.

*Seminars-discussions* provide for the exchange of thoughts and views of the participants on this topic, as well as develop thinking, develop the ability to formulate thoughts and express them.

### **The procedure for evaluating learning outcomes**

The system for evaluating students' formed competencies takes into account the types of classes that, according to the curriculum of the academic discipline, include lectures, practical classes, as well as independent work.

The assessment of students' developed competences is carried out according to a cumulative 100-point system. In accordance with the Provisional Regulation "On the procedure for evaluating the results of students' studies according to the accumulative point-rating system" of S. Kuznets Khnev University, control measures include:

**current control**, which is carried out during the semester during lectures and practical classes and is evaluated by the amount of points scored (the maximum amount is 60 points; the minimum amount that allows the student to pass the exam is 35 points);

**module control**, which is carried out taking into account the current control of the corresponding content module and aims at an integrated assessment of the student's learning results after studying the material from the logically completed part of the discipline - the content module;

**final/semester control**, conducted in the form of a semester exam, in accordance with the schedule of the educational process.

**Current control includes evaluating the student's work during:**

lecture classes – active work in pairs on the condition of active participation in the current work (survey, participation in the discussion of problematic lecture issues).

practical classes - active work in pairs (5 point) on the condition of active participation in the current work (preparation of a report, completion of tasks), total number of points - 5. Active group work in pairs (5 point), total number of points - 5;

assessment of the student's independent work consists of an assessment of the performance of tasks (5 points) and preparation of a presentation on separate topics (5 points).

*Modular control* of this academic discipline is conducted

in the form of a colloquium. *The colloquium* is a form of testing and evaluating students' knowledge in the education system at higher educational institutions. It is conducted as an intermediate mini-exam at the initiative of the teacher in the 1st and 2nd substantive modules. The applicant can receive a maximum of 5 points based on the results of the module control, 5 points for each module.

*The final/semester control* is conducted in the form of a semester exam. *Semester exams* are a form of assessment of students' final assimilation of theoretical and practical material from a separate academic discipline, which is conducted as a control event.

**Procedure for current assessment of students' knowledge.** Evaluation of the student's knowledge during seminar and practical classes and the performance of individual tasks is carried out according to the accumulative 100-point system according to the following criteria:

understanding, degree of assimilation of the theory and methodology of the problems under consideration;

the degree of assimilation of the actual material of the academic discipline;

familiarization with the recommended literature, as well as with modern literature on the issues under consideration;

the ability to combine theory with practice when considering industrial situations, solving problems, making calculations in the process of performing individual tasks and tasks presented for consideration in the audience;

logic, structure, style of presentation of material in written works and during presentations in the audience, the ability to justify one's position, generalize information and draw conclusions;

arithmetic correctness of individual and complex calculation tasks.

The maximum possible score for a specific task is given if the student's individual task or his oral answer meets all the specified criteria. The absence of one or another component reduces the number of points. When evaluating individual tasks, attention is also paid to the quality, independence and timeliness of handing over completed tasks to the teacher, according to the schedule of the educational process. If any of the requirements are not met, the points will be reduced.

**Evaluation criteria for extracurricular independent work of students.** The general criteria by which students' extracurricular independent work is assessed are: depth and strength of knowledge, level of thinking, ability to systematize knowledge on separate topics, ability to draw well-founded conclusions, mastery of a categorical apparatus, skills and methods of performing practical tasks, ability to find the necessary information, its systematization and processing, self-realization in practical and seminar classes.

The essay evaluation criteria are:

the ability to conduct a critical and independent assessment of certain problematic issues;  
the ability to explain alternative views and the presence of one's own point of view, position on a certain problematic issue;  
application of analytical approaches;  
quality and clarity of reasoning;  
logic, structuring and validity of conclusions regarding a specific problem;  
independence of work performance;  
literacy of material submission;  
use of methods of comparison, generalization of concepts and phenomena;  
design work.

**The procedure for the final control of the academic discipline.** The final control of students' knowledge and competences in the academic discipline is carried out on the basis of the semester exam. The examination ticket covers the discipline program and provides for the determination of the level of knowledge and the degree of mastery of competencies by students.

The task of the exam is to check the student's understanding of the program material as a whole, the logic and relationships between individual sections, the ability to creatively use the accumulated knowledge, the ability to formulate one's attitude to a certain problem of the educational discipline, etc. Under the conditions of implementation of the competence approach, the exam assesses the level of mastery of the competencies provided by the qualification requirements by the student. Each exam ticket consists of 3 practical situations and theoretical test tasks, which involve the solution of typical professional tasks of a specialist at the workplace and allow to diagnose the level of theoretical training of the student and the level of his competence in the academic discipline.

The examination ticket includes stereotyped, diagnostic and heuristic tasks, which are evaluated in accordance with the Provisional Regulation "On the procedure for evaluating the results of students' studies according to the cumulative point-rating system" of KhNEU named after S. Kuznetsa.

A student who, for good reasons, documented, was unable to participate in the forms of current control, i.e. did not complete the content module, has the right to complete it within a two-week period after returning to studies by order of the dean of the faculty in accordance with the established deadline.

A student **may not be allowed to take the exam** if the number of points obtained as a result of the performance check during the current and module control in accordance with the content module throughout the semester did not reach 35 points in total. After the examination session, the dean of the faculty issues an order on the liquidation of academic debt. The student selects credit points within the set period.

A student **should be considered** certified if the sum of the points obtained as a result of the

final/semester performance check is equal to or exceeds 60. The minimum possible number of points for current and module control during the semester is 35 and the minimum possible number of points scored on the exam is 25 .

**Sample examination ticket**

**EXAMINATION TICKET  
Theoretical part (stereotype task)**

**1. Factors of external influence on consumer behavior:**

- a. Social factors, personal influence, lifestyle, consumer resources.
- b. Culture, social factors, personal influence, family influence.
- c. Need, culture, family influence, spiritual values.
- d Consumer knowledge, emotions, lifestyle, family influence.

**2. Factors of internal influence on consumer behavior:**

- a. Emotions, personal values, cultural values, material values, family traditions.
- b. The need and lifestyle, the influence of idols and leaders, competent persons and colleagues.
- c. Need, personality, emotions, personal values, lifestyle, consumer resources, consumer knowledge.
- d Consumer resources, consumer knowledge, level of education, social status.

...

**15. Personal sources of information do NOT include:**

- a. знайомі люди;
- a. familiar people;
- b. friends;
- c. sellers;
- d family members.

**The practical part**

**Task 1 (diagnostic task).**

Identify external factors that influence consumer behavior when purchasing jewelry and furniture. Which of them have the strongest influence on the consumer's behavior when buying the selected product? Justify your answer. Form the results in a table.

Influence factors	Type of consumer	Type of purchase

**Task 2 (heuristic task).**

The table shows consumer ratings of various brands of sneakers by defining attributes. The assessment of the values of the relative importance of the attribute and the assessment of the value

of the attribute was carried out on a scale of semantic differentiation from +3 to -3. With the help of the indicators in the table, calculate the overall grades of brands, applying compensation rules.

Based on the received evaluations, determine the brand that corresponds to the consumer's choice.

Attribute	Importance	The consumer's assessment of the i-th attribute of the brand		
		brand A	brand B	brand B
Shock absorption	+2	+2	+ 1	-1
The price is less than UAH 100	-1	-3	-1	+3
Durability	+3	+3	+1	-1
Comfort	+3	+2	+3	+1
Required color	+1	+1	+3	+3
Foot support	+2	+3	+1	-2

The final control of students' knowledge in the discipline "Consumer Behavior" is carried out in the form of a written exam.

Each examination ticket includes two parts:

test tasks;

practical tasks.

Test items include 15 different types of tests, including alternative test items, multiple-choice test items, correct sequence reproduction, and open-ended test items. The total score of the test tasks is 15 points.

Practical tasks include tasks of various levels of complexity, the total score for which is 25 points.

Each practical task is evaluated with a certain number of points, according to the level of their complexity, namely:

the first task (stereotype) – 10 points;

the second task (diagnostic) – 15 points.

The detailed evaluation criteria are given below.

The final grade for the academic discipline is calculated taking into account the points obtained during the exam and the points obtained during the current control of the cumulative system.

### Task evaluation criteria

№ task	Point	Evaluation criteria
Test tasks (stereotype)	15	For each correct answer to the test question, the student receives 1 point.

Task 1 (diagnostic)	10	The task is completely completed, the answer is justified in a logical sequence, the conclusions and proposals are reasoned and properly designed.
	8	The task was completed in full, but inaccuracies were made in the calculations and design; formulation of terms, categories, small arithmetical errors in calculations during decision-making; or provided that the task is completed properly by at least 80%.
	5	The task is completed by at least 50%, subject to proper registration; or at least by 70%, subject to errors in calculations and registration.
	1	Issued to a student who gives incorrect answers to the questions, does not know how or performs calculations incorrectly when solving tasks
Task 2	15	Full assimilation of the program material and the ability to navigate in it, use of additional material, and manifestations of a creative nature are considered. The student demonstrates conscious application of knowledge to solve practical situations. When performing the heuristic task, the student must make correct conclusions about the proposed production situation and formulate his own recommendation for improving the problem. The design of the completed task should be neat.
	10	Complete completion of the task is considered, but lack of a creative approach and demonstration of knowledge of additional material. In general, the task was performed methodically correctly and neatly designed.
	7	Partial ability to apply theoretical knowledge to solve practical problems is assumed; provided that the task is partially completed, and the student demonstrated understanding of the main provisions of the subject material when answering.
	0	It is given to the student for not completing the task in general.

The result of the semester exam is evaluated in points (the maximum number is 40 points, the minimum number that is counted is 25 points) and is entered in the corresponding *column of the examination "Success record information"*.

The final grade for the academic discipline is calculated taking into account the points obtained during the exam and the points obtained during the current control of the accumulation system. The total result in points for the semester is: *"60 or more points - credited"*, *"59 or less points - not credited"* and is entered in the *"Success record information" of the academic discipline*. In the case of obtaining less than 60 points, the student must pass the assessment after the end of the examination session within the deadline set by the dean of the faculty, but no later than two weeks after the beginning of the semester. In the case of repeated receipt of less than 60 points, the dean of the faculty appoints a commission consisting of three teachers headed by the head of the department and determines the deadline for retaking the assessment, after which a decision is made in accordance with the current legislation: "enrolled" - the student continues his studies according to the schedule of the educational process, and if "not enrolled", then the dean of the faculty offers the student to re-study the academic discipline during the next academic period on his own.

Forms of assessment and distribution of points are given in the table "Rating plan of educational discipline".

**Rating-plan of the educational discipline**

<b>Topic</b>	<b>Forms and types of training</b>		<b>Assessment forms</b>	<b>Max</b>
<b>CONTENT MODULE 1. Consumer behavior in the conditions of economic exchange</b>				
<i>Topic</i> 1. Consumer behavior in the conditions of economic exchange	<b>Auditory work</b>			
	Lecture	Mini-lecture	Work on lectures	
	Practice lesson	Seminar-discussion. Practical exercises	Completion of practical tasks	5
	<b>Independent work</b>			
	Questions and tasks for independent processing	Principles of consumer behavior research. Consumer behavior models.	Search, selection and review of literary sources on a given topic.	
		Practical task	Testing	
			Presentation	
		Creative work		
<i>Topic</i> 2. Concept, structure and essence of consumer behavior.	<b>Auditory work</b>			
	Lecture	Problem lecture	Work on lectures	
	Practice lesson	Practical task	Steam work	
			Completion of practical tasks	5
			Control work	
	<b>Independent work</b>			
	Questions and tasks for independent processing	Analyze an integrated model of consumer behavior. What are the challenges facing researchers of consumer behavior?	Search, selection and review of literary sources on a given topic.	
		Practical task	Testing	
Presentation				
		Creative work		
<i>Topic</i> 3. Factors of external influence on consumer behavior	<b>Auditory work</b>			
	Lecture	Problem lecture	Work on lectures	
	Practice lesson	Practical task	Steam work	
			Completion of practical tasks	5
			Control work	
<b>Independent work</b>				

		<p>What is culture? Describe the elements of culture.</p> <p>What variables determine a person's social class?</p> <p>How to arrange them in order of importance?</p> <p>How can marketers exploit the human tendency to conform to group norms?</p> <p>What is the process of consumer socialization?</p>	<p>Search, selection and review of literary sources on a given topic.</p>		
	Questions and tasks for independent processing		Testing		
		Practical task	Presentation	5	
			Creative work		
Topic 4. Factors of internal influence on consumer behavior	<b>Auditory work</b>				
	Lecture	Problem lecture	Work on lectures		
	Practice lesson	Practical task	Steam work		
			Completion of practical tasks	5	
			Control work		
	<b>Independent work</b>				
	Questions and tasks for independent processing		Why do marketers need to study consumer motivation?	Search, selection and review of literary sources on a given topic.	
			Analyze theories of personality. What significance do these theories have for the study of consumer behavior?		
			What criteria are used to study lifestyle?		
	Practical task	Testing			
		Presentation			
		Creative work			
Topic 5. Behavioral reaction of buyers	<b>Auditory work</b>				
	Lecture	Problem lecture	Work on lectures		
	Practical lesson	Seminar-discussion	Steam work		
			Completion of practical tasks	5	
			Control work		
	<b>Independent work</b>				



	Questions and tasks for independent processing	Describe the process of perception. Why do people perceive the same information differently? Name the factors that determine attention. Describe the relationship patterns. How can you change the attitude of consumers to the product?	Search, selection and review of literary sources on a given topic.	
		Practical task	Testing	
			Presentation	
			Creative work	
<b>Colloquium on the Content Module 1</b>			<b>Compilation of the colloquium</b>	<b>5</b>
<b>CONTENT MODULE 2. Study of the consumer decision-making process</b>				
Topic 6. Decision-making process by an individual consumer	<b>Auditory work</b>			
	Lecture	Problem lecture	Work on lectures	
	Practical lesson	Seminar-discussion	Steam work	
			Completion of practical tasks	5
			Control work	
	<b>Independent work</b>			
	Questions and tasks for independent processing	List the steps in the purchase decision-making process. Why is it important to understand the decision rules that consumers use when evaluating options? Compare high interest and low interest consumer behavior.	Search, selection and review of literary sources on a given topic.	
			Testing	
			Presentation	
		Practical task	Creative work	
Topic 7. Decision-making process by the industrial consumer	<b>Auditory work</b>			
	Lecture	Mini - Lecture	Work on lectures	
	Practical lesson	Seminar-discussion	Steam work	
			Completion of practical tasks	5
			Control work	
<b>Independent work</b>				

	Questions and tasks for independent processing	What is the specificity of organizational consumer behavior? What is a purchasing center? Name how the roles are distributed in the purchasing center? Describe the stages of the organizational procurement process.	Search, selection and review of literary sources on a given topic.		
		Practical task	Testing		
			Presentation		
			Creative work		
Topic 8. Marketing tools for influencing consumer behavior.	<b>Auditory work</b>				
	Lecture	Problem lecture	Work on lectures		
	Practical lesson	Seminar-discussion	Steam work		
			Completion of practical tasks	5	
			Control work		
	<b>Independent work</b>				
	Questions and tasks for independent processing	What marketing tools can be used to influence consumer behavior? The concept of brand image. What aspects are used to strengthen the image of the brand? What methods of modification of consumer behavior exist?	Search, selection and review of literary sources on a given topic.		
					Testing
Presentation					
	Practical task	Creative work			
Topic 9. Quantitative studies of consumer behavior	<b>Auditory work</b>				
	Lecture	Problem lecture	Work on lectures		
	Practical lesson	Seminar-discussion	Steam work		
			Completion of practical tasks	5	
			Control work		
	<b>Independent work</b>				
	Questions and tasks for independent processing	What are the methods of measuring the consumer's cognitive reaction? What are the methods of measuring the consumer's emotional reaction? What are the methods of measuring the consumer's behavioral response?	Search, selection and review of literary sources on a given topic.		

		Practical task	Testing		
			Presentation		
			Creative work		
Topic 10. Qualitative studies of consumer behavior	<b>Auditory work</b>				
	Lecture	Problem lecture	Work on lectures		
	Practical lesson	Seminar-discussion	Steam work		
			Completion of practical tasks		
			Control work		
	<b>Independent work</b>				
	Questions and tasks for independent processing	Describe the stages of consumer motivation research. What is the essence of projection tests? Compare standardized interviews and in-depth interviews. How effective can the results of research using in-depth interviews be?	Search, selection and review of literary sources on a given topic.		
				Testing	
				Presentation	
		Practical task	Creative work		
<b>Colloquium on the Content Module 2</b>			<b>Compilation of the colloquium</b>	<b>5</b>	
<b>EXAM</b>	Preparation to exam Repetition of learned material Checking knowledge of the subject materials			<b>40</b>	
<b>TOTAL MAXIMUM NUMBER OF POINTS PER SEMESTER</b>				<b>100</b>	

### Recommended Literature

#### Basic

1. Joseph Wisenblit. Consumer Behavior. London: Pearson Education, 2018. - 704 p.
2. Gorodnyak I.V. Consumer behavior: a course of lectures. Lviv: LNU named after I. Franka, 2016. 103 p.
3. Gorodnyak I.V. Consumer behavior: education. manual. Lviv: LNU named after Ivan Franko, 2018. 256 p.
4. Oklander M.A., Zharska I.O. Behavior of a gentleman: navch. possible Kyiv: "Center for Educational Literature", 2014. 208p.
5. Marketing development trends in Ukraine: functional approach: monograph. For science ed. Prof. HEY. Mayovets Lviv: LNU named after I. Franka, 2016. 262 p.

6. Nick Worth, Dave Frankland. Marketing to the Entitled Consumer: How to Turn Unreasonable Expectations into Lasting Relationships. Herndon: Mascot Books, 2018. - 304

#### **Additional**

7. Semenda D.K., Korman I.I., Semenda O.V. The impact of merchandising on consumer behavior. Eastern Europe: Economy, Business and Management. 2021. Issue 1(28). P. 42-46.
8. Babko N.M., Mandych O.V., Sevidova I.O., Romanyuk I.A., Kvyatko T.M. Consumer behavior: education. manual. Kharkiv: KhNTUSG, 2020. 170 p.
9. Gorodnyak I., O. Fedoronchuk. The influence of the product policy of enterprises on the consumer behavior of households in Ukraine. Scientific Bulletin of the International Humanitarian University. Series: Economics and management. Odesa, 2018. Vol. 29. P. 19–22.
10. Kuzyk O.V. Marketing of services: technologies and strategies: training. manual Lviv: LNU Publishing House named after I. Franka, 2018. 338 p.
11. Vynogradova O.V. Consumer behavior. Practicum Tutorial. Kyiv: DUT. 2020. 78 p.
12. Gorodnyak I.V. Factors of formation of consumer behavior of households. Global and national economic problems. Electronic scientific publication, 2016. No. 13. P. 13-16.

#### **Information resources**

13. Hryhorchuk T.V. Branding: A Study Guide for Distance Learning. [Electronic resource]. – Access mode: <https://sites.google.com/site/brendingsoccult/>
14. Zamkova N.L, Polishchuk I.I. , Buga N.Yu, Sokolyuk K.Yu - Vinnytsia: Publishing and editorial department of VTEI KNTEU, 2021 [Electronic resource]. – Access mode: <https://ir.vtei.edu.ua/g.php?fname=26445.pdf>
15. Website of the Ukrainian Marketing Association. [Electronic resource]. – Access mode: <http://uam.in.ua> 191919
16. Official website of the State Statistics Service of Ukraine. [Electronic resource]. – Access mode: <http://ukrstat.gov.ua>.
17. The official website of the Internet publication about creativity, advertising and design in Ukraine "EdMi". [Electronic resource]. – Access mode: <http://www.adme.ua>
18. Database of marketing information. Analysis of markets. Overview of markets. [Electronic resource]. – Access mode: <http://marketing.vc/>
19. A/R/M/I-Marketing company (specialization: marketing research and call-sanding). [Electronic resource]. – Access mode: <http://www.armi-marketing.com/>
20. Consumer behavior\_eng. Electronic link to PNS of S. Kuznets KhNUE. - Access mode: <https://https://pns.hneu.edu.ua/course/view.php?id=9575>