

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

ЗАТВЕРДЖЕНО

на засіданні кафедри
менеджменту, логістики та інновацій
Протокол №2 від 31.08.2023 р.

ПОГОДЖЕНО

Проректор з навчально-методичної роботи

Каріна НЕМАШКАЛО



КОНСЬЮМЕР-МЕНЕДЖМЕНТ

робоча програма навчальної дисципліни (РПНД)

Галузь знань 07 "Управління та адміністрування"
Спеціальність 073 "Менеджмент"
Освітній рівень перший (бакалаврський)
Освітня програма "Логістика"

Статус дисципліни вибіркова
Мова викладання, навчання та оцінювання англійська

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Гарант програми

Тетяна КОЛОДІЗЄВА

Харків
2023

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

APPROVE

at the meeting of the department
management, logistics and innovation
Protocol No. 2 dated August 31, 2023.

AGREED

Vice-rector for educational and methodical work

Karina NEMASHKALO



**CONSUMER-MANAGEMENT
Program of the course**

Field of knowledge **07 "Management and administration"**
Specialty **073 "Management"**
Study cycle **first (bachelor)**
Study programme **Logistics**

Course status **mandatory**
Language **english**

Developer:
PhD of Economics , associate
professor

Maryna PASKO

Head of Management,
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Olena IASTREMSKA

Head of Study Programme

Tetiana KOLODIZIEVA

**Kharkiv
2023**

INTRODUCTION

In the context of the transformation of the consumer society, business entities face the task of creating and ensuring a positive perception of their activities by establishing a close relationship with the consumer based on comprehensive knowledge and understanding of the specifics of their behavior and guaranteed protection of their rights. The strategic objective of most enterprises is to establish long-term relationships with consumers, create an integrated customer relationship management system that involves the development of a personalized approach and full customer orientation.

The study of the course "Consumer-Management" is aimed at forming a system of knowledge and a holistic view of the client-oriented approach to managing the activities of the enterprise, based on the consideration of modern features of consumer behavior in relation to interaction with the manufacturer.

The purpose of the course: to provide students with knowledge and professional competencies in customer-oriented management of enterprises based on consumer research, management of their behavior, formation and maintenance of demand for goods and services, identification and influence on the consumer's decision-making process, development and implementation of loyalty programs, and consumer protection.

The objectives of the course are:

familiarization with consumerism as a modern concept of building interaction between consumers and producers;

studying the factors of external and internal influence on consumer behavior;

mastering the basic methods of quantitative and qualitative research of factors that influence consumer behavior;

studying the peculiarities of the purchase decision-making processes of individual and organizational consumers and the methods and techniques for managing these processes;

studying the essence and importance of building customer loyalty and the basic principles and methods of loyalty management.

The subject of the course is the process of customer-oriented enterprise management based on the study of consumer behavior and factors that determine the choice and attitude of the consumer.

The object of the course is the methods and techniques of researching consumer behavior and customer-oriented management of enterprise activities.

The learning outcomes and competencies formed by the course are defined in table 1.

Table 1

Learning outcomes and competencies formed by the course

Learning outcomes	Competencies
LO 3	GC5, SC7

LO4	GC3, GC4, SC2, SC12
LO6	GC8, GC10
LO 15	GC13, SC6, SC13
LO 17	GC10

LO3. Demonstrate knowledge of theories, methods and functions of management, modern concepts of leadership.

LO4. Demonstrate skills in identifying problems and justifying management decisions.

LO6. Demonstrate skills in searching, collecting and analyzing information, calculating indicators to justify management decisions.

LO15. Demonstrate the ability to act socially responsibly and socially consciously on the basis of ethical considerations (motives), respect for diversity and interculturality.

LO17. Perform research individually and/or in a group under the guidance of a leader.

GC3. Ability to abstract thinking, analysis, synthesis.

GC4. Ability to apply knowledge in practical situations.

GC5. Knowledge and understanding of the subject area and understanding of professional activities.

GC8. Skills in the use of information and communication technologies.

GC10. Ability to conduct research at the appropriate level.

GC13: Appreciation and respect for diversity and multiculturalism.

SC2. Ability to analyze the results of the organization's activities, compare them with the factors of influence of the external and internal environment.

SC6. Ability to act in a socially responsible and conscious manner.

SC7. Ability to choose and use modern management tools.

SC12. Ability to analyze and structure the problems of the organization, to formulate reasonable solutions.

SC13. Understand the principles and rules of law and use them in professional activities.

COURSE CONTENT

Topic 1. Consumerism - the global concept of consumer rights protection.

1.1. The concept of consumerism. Historical background and main stages of development of consumerism. Formation of the consumer protection movement in the countries of the world.

1.2. Basics of consumer protection in the world. EU consumer protection programs. UN guidelines aimed at protecting the interests of consumers.

1.3. International consumer protection organizations. Consumerist International. European Bureau of Consumer Unions. Committee on Consumer Protection Policy of the Organization for Economic Cooperation and Development. World Health Organization (WHO). Expert Commission of the United Nations Codex. International Organization for Standardization (ISO).

1.4. The state as a guarantor of the implementation of international consumerist policy. Consumer protection legislation in Ukraine. State consumerist organizations in Ukraine.

Topic 2. Orientation on consumer behavior as the basis of modern business

2.1. The essence of consumer behavior. Consumer as the main market participant. Orientation of the enterprise to the consumer. Evolution of marketing functions from the point of view of the buyer's place in it. The main marketing categories that characterize consumer behavior.

2.2. Development of the theory of consumer behavior. The theory of utility, its content. Theory of preference and choice. The map of indifference. The map of preferences. Theory of behavior by J. Katona. The concept of goal orientation.

2.3. Customer Service Oriented approach. The essence of a customer-oriented approach. Basic principles of customer focus. Concepts of TQM and CRM. Customer-oriented enterprise management. Characteristics of customer-oriented staff of the enterprise.

Topic 3. Influence of environmental factors on consumer behavior.

3.1. The influence of cultural factors. Culture. Values. Variations in cultural values.

3.2. The influence of belonging to a social class. The concept of social class. Social structure. Measurement of social status.

3.3. Reference groups and their influence on consumer behavior. Groups, their types. Household and family. The life cycle of the family. Family decision-making regarding purchases. Distribution of roles.

Topic 4. Factors of internal influence on consumer behavior.

4.1. The essence of motivation. Fundamentals of the theory of motivation. Theories of A. Maslow, D. McClelland, F. Herzberg. Groups of motives.

4.2. Personal values. The concept of life style. Models describing life style: VALS, VALS-2, LOV

Topic 5. Quantitative and qualitative studies of consumer behavior.

5.1. Quantitative methods of studying consumer behavior. The essence of quantitative methods. The experiment. Mass survey. Monitoring (consumer panels). Physiological measurements.

5.2. Measuring the cognitive reaction of consumers. Measurement of information. Analysis of the dynamics of memorization. Analysis of the perception of similarity.

5.3. Measuring the emotional reaction of consumers. Fishbein's multi-attribute model. The ideal point model.

5.4. Measuring the behavioral response of consumers. Market share analysis. Identification of the target market. Level of market penetration, level of exclusivity, level of intensity. Analysis of brand loyalty. Level of commitment, level of attraction. Methods of measuring satisfaction/dissatisfaction.

5.5. Qualitative methods of studying consumer behavior. Observations. Individual and in-depth interviews. Focus groups. Expert evaluation. Mix-methods.

Topic 6. Management of the purchase decision process by an individual consumer.

6.1. Model of the purchase decision process. Awareness of the need. Search for information. Pre-purchase evaluation of alternatives. Purchase. Consumption. Post-purchase evaluation of alternatives. Deprivation.

6.2. Types of purchase decision-making processes. Types of decisions: habitual problems, limited (limited) problems, extended problems, impulsive buying.

6.3. Post-purchase dissonance. Consumption of the product after purchase. Sales of the product. Evaluation of the purchase after consumption: satisfaction, dissatisfaction, repeat purchases, friendship.

Topic 7. Peculiarities of consumer behavior of organizational consumers.

7.1. Specifics of consumer behavior from the organization. The essence of business B2B markets. The main types of business buyers. Features of business buying behavior.

7.2. Decision-making centers for the purchase of organizational consumers. The essence and composition of participants. Roles played by participants: users, influencers, buyers, decision makers, gatekeepers.

7.3. Types of procurement situations. Direct procurement. Modified procurement. Procurement for a new task. Stages of the organizational procurement process.

Topic 8. Formation and management of consumer loyalty.

8.1. The concept of loyalty. Key concepts in the definition of the term "consumer loyalty". Components of loyalty: loyalty as an attitude, as an intention, as behavior. Types of loyalty. Indicators and methods of loyalty assessment (p. 28). Stages of the consumer loyalty development process.

8.2. Essence, main goals and components of the loyalty program. Content and types of loyalty programs. The main objectives of loyalty programs. Criteria and types of loyalty programs. Marketing components of the loyalty program: product, sales promotion, sales, communication. Classification of loyalty tools depending on the element of the marketing mix.

8.3. Customer loyalty management. Loyalty management cycle. Basic principles and methods of loyalty management. "Pyramid of loyalty".

The list of practical (seminar) / laboratory studies in the course is given in table 2.

Table 2

The list of practical (seminar) / laboratory studies

Name of the topic and/or task	Content
Topic 1: Task 1	Practical (seminar) lesson on the topic "Trends in the development of consumerism and its impact on the activities of enterprises"

Topic 2. Task 2	Practical (seminar) lesson on the topic "Orientation of the enterprise to the consumer. Regulation of the relationship between the consumer and the producer"
Topic 3. Task 3	Situational task "Features of consumer behavior depending on the stage of the family life cycle"
Topic 4. Laboratory work 1	Analysis of the results of psychographic research of consumer behavior
Topic 5. Laboratory work 2	Market share analysis by determining the level of market penetration, exclusivity, and intensity.
Topic 6. Task 4.	Game-exercise "Determination of roles in the family when making purchases"
Topic 7. Task 5.	Case study "Product development based on consumption analysis (Volvo YCC case)
Topic 8. Laboratory work 3	Developing a loyalty program

The list of self-studies in the course is given in table 3.

Table 3

List of self-studies

Name of the topic and/or task	Content
Topic 1-8	Study of lecture material, laws and regulations
Topic 1-2	Preparation for a practical (seminar) class. Search, selection and review of literature and information from the Internet on a given topic
Topic 3-8	Preparation for practical and laboratory classes
Topic 3-8	Completion of competency-based assignments
Topic 1-8	Essays
Topic 1-8	Preparation for tests

The number of hours of lectures, practical (seminar) and laboratory classes and hours of independent work are given in the work plan (technological map) for the academic discipline.

TEACHING METHODS

In the process of teaching the course, in order to acquire certain learning outcomes, to activate the educational process, it is envisaged to use such teaching methods as:

Verbal (lecture (Topic 1–10), lecture-dialogue (Topic 2), lecture problematic (Topic 8).

Visual (demonstration (Topic 1–8)).

Practical (seminars (Topic 1-2), practical (practical work (Topic 3, 6, 7), laboratory work (Topic 4, 5, 8), essay (Topic 1-8), case studies (Topic 3, 6, 7).

FORMS AND METHODS OF ASSESSMENT

The University uses a 100-point cumulative system for assessing the learning outcomes of students.

Current control is carried out during lectures, practical, laboratory and seminar classes and is aimed at checking the level of readiness of the student to perform a specific job and is evaluated by the amount of points scored:

- for disciplines with a form of semester control, an exam: the maximum amount for the current control is 60 points; the minimum amount that allows a higher education student to pass an exam is 35 points.

The final control includes semester control and certification of the applicant for higher education.

Semester control is conducted in the form of a semester exam. The semester exam is held during the examination session.

The maximum amount of points that a higher education student can receive during an exam is 40 points. The minimum score for an exam to be considered passed is 25 points.

The final grade in the course is determined:

- for disciplines with a form of semester control, an exam - by summing up the points for current and final control.

During the teaching of the course, the following control measures are used:

Current control: reports at seminars (10 points), competency-based tasks (10 points), essays (15 points), independent work (5 points), current control work (20 points).

Semester control: Grading including Exam (40 points).

More detailed information about the evaluation system is given in the work plan (technological map) for the academic discipline.

An example of an exam card and assessment criteria.

An example of an examination paper

Simon Kuznets Kharkiv National University of Economics

First (bachelor) level of higher education

"Management" specialty

Study programme "Logistics".

Semester V

Course discipline "Consumer-management "

EXAMINATION PAPER No. 1

Task 1 (test). (20 points)

1. Social factors that influence consumer buying behavior include:

- a) reference groups, family, roles and statuses
- b) culture, subculture, social class

c) age and stage of the family life cycle, type of activity, economic status, lifestyle, personality type and self-image

d) motivation, perception, experience, views and judgments.

2. Relatively stable and large groups of people who share similar interests, behavior and value systems are

a) reference groups

b) social classes

c) personality types

d) leaders.

3. Price discounts when purchasing goods with the return of an old model are referred to as incentive methods:

a) consumers

b) trade intermediaries

c) employees of the enterprise

d) specialists of the sales department.

4. The second level in the hierarchy of needs (according to A. Maslow) consists of:

a) physiological needs

b) needs for self-preservation

c) social needs;

d) needs for respect

5. Personal factors that influence consumer buying behavior include:

a) reference groups, family, roles and statuses;

b) culture, subculture, social class;

c) age and stage of the family life cycle, type of activity, economic status, lifestyle, personality type and self-image;

d) motivation, perception, experience, views and judgments.

6. The set of properties and characteristics of a product that make it able to satisfy the needs of a consumer is called:

a) consumer value;

b) quality of goods;

c) consumer value;

d) product characteristics.

7. The leading market that determines the prospects for the development of other markets is:

a) the real estate market;

b) the market of means of production;

c) money market

d) consumer goods market.

8. A set of signs, features and indicators that characterize the actions of consumers, in particular the demand for goods and services, the structure of consumption, the ways of using income, their reaction to price changes, is called:

a) behavior based on the principle of reasonable sufficiency;

b) behavior of the enterprise;

c) consumer behavior;

d) purchasing behavior.

9. Members of the reference group who, due to their professional characteristics, knowledge, and individual characteristics, influence others are called:

a) leaders;

b) early followers;

c) early majority;

d) innovators.

10. The author of the theory that in most cases people are not aware of the real psychological factors that shape their behavior is:

- a) Freud;
- b) Maslow;
- c) Eysenck;
- r) Fishbein.

Task 2 (diagnostic) (5 points)

In 2019-2022, there were some changes in the kefir market. Based on the data in the table, analyze the dynamics of changes in the market share of kefir of the company "Milk Sloboda"

	Indicator	2019	2020	2021	2022
1.	Average price of Milk Sloboda kefir, UAH.	18,50	18,10	23,25	26,30
2.	Average price of kefir on the market, UAH.	7,25	9,08	15,12	18,18
3.	Level of exclusivity	1,88	1,86	1,88	1,88
4.	Level of intensity	1,49	1,75	2,06	2,1
5.	Level of penetration	0,028	0,034	0,037	0,034

Task 3 (heuristic) (15 points)

Explain the differences in product requirements and consumer characteristics that a manufacturer of dry vacuum cleaners should consider if the following market segments were identified based on segmentation results: individual consumers (home cleaning); cleaning service firms; small and medium-sized office cleaning firms.

Approved at the meeting of the Department of management, logistics and innovation
No _____ dated "___" _____ 20__.

Examiner

PhD of Economics, Assoc.prof. Maryna PASKO

Chief of Department

Prof. Olena IASTREMSKA

Evaluation criteria

The final exam score is the sum of the scores for all tasks, rounded to the nearest whole number according to the rules of mathematics.

The algorithm for solving each task includes separate stages that differ in complexity, labor intensity, and importance for solving the task. Therefore, individual tasks and stages of their solution are evaluated separately from each other in the following way:

Task 1 (test) (20 points)

For each correct test - 2 points.

Task 2 (diagnostic) (5 points)

- 1 - calculated market shares in physical units;
- 1 - calculate the relative price index;
- 1 - calculated market shares in value terms;
- 2 - analyze the dynamics of changes in market shares.

Task 3 (heuristic) (15 points)

- 5 - identify and justify the features of the product for the first segment;
- 5 - identify and justify the features of the product for the second segment;
- 5 - identify and justify the features of the product for the third segment.

RECOMMENDED LITERATURE

Main

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