

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

**ЗАТВЕРДЖЕНО**  
на засіданні кафедри  
маркетингу  
Протокол № 2 від 02.09.2024р.

**ПОГОДЖЕНО**  
Проректор з навчально-методичної роботи



Каріна НЕМАШКАЛО

**МАРКЕТИНГОВА ПОВЕДІНКА СПОЖИВАЧІВ**

робоча програма навчальної дисципліни (РПНД)

Галузь знань **всі**  
Спеціальність **всі**  
Освітній рівень **другий (магістерський)**  
Освітня програма **всі**

Статус дисципліни **вибіркова**  
Мова викладання, навчання та оцінювання **англійська**

Розробник:  
к.е.н., доцент

КЕП

Анастасія ПАНЧУК

Завідувач кафедри  
маркетингу



Людмила ГРИНЕВИЧ

Харків  
2024

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

**APPROVED**

at a meeting of the department  
marketing  
Protocol No. 2 of 02.09.2024

**APPROVED**

Vice-rector for educational and methodical work



Karina Nemashkalo

**MARKETING CONSUMER BEHAVIOR**

**Program of the course**

Field of expertise **all**  
Specialty **all**  
Educational level **second (master's) degree**  
Educational program **all**

Status of the course **Elective**  
The language of teaching, learning and assessment **English**

Developer:  
PhD. in Economics, Associate  
Professor

КЕП

Anastasia Panchuk

Head of the Department  
marketing



Liudmyla Hrynevych

**Kharkiv  
2024**

# INTRODUCTION

Today's market is characterized by high dynamism, competition, and growing consumer influence on the formation of product offers. In these conditions, effective marketing activities depend on a deep understanding of consumer behavior, their needs, motivations, preferences and factors influencing their choices. The academic course "Marketing Consumer Behavior" aims to develop the knowledge and skills necessary to analyze consumer behavior, predict their reactions to marketing incentives and develop strategies to meet the target audience's needs.

**The purpose of the course** is to develop in higher education students an understanding of the psychological, social and cultural factors that influence consumer decision-making. The course aims to develop skills in analyzing consumer motives, needs and values, which allows for more effective marketing strategies.

**The object of the course** is the consumer as a subject of market relations who makes decisions on the selection, purchase and use of goods and services.

**The subject of the course** is the processes, factors, and models that determine consumer behavior in the context of meeting their needs and expectations.

**The objectives of the course** include:

analysis of the main theories and models of consumer behavior;

researching the influence of cultural, social, personal and psychological factors on consumer decisions;

developing the ability to conduct market research and segment consumers;

develop practical skills in using knowledge of consumer behavior in the development of marketing strategies.

Studying the training material will help increase students' competitiveness in the labor market, enabling them to effectively interact with the target audience and ensure the success of marketing campaigns in various industries.

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

Table 1

Learning outcomes and competencies formed by the course

<b>Learning outcomes</b>	<b>Competencies that a higher education student must master</b>
Know and be able to apply modern principles, theories, methods and practices of marketing in practice	Ability to logically and consistently reproduce and apply knowledge of the latest marketing theories, methods and practices
Be able to adapt and apply new achievements in marketing theory and practice to achieve specific goals and solve problems of a market entity	Ability to correctly interpret the results of the latest theoretical research in the field of marketing and the practice of their application
Plan and conduct own research in the field of marketing, analyze its results and justify effective marketing decisions in the face of uncertainty	Ability to conduct independent research and interpret their results in the field of marketing

Collect the necessary data from various sources, process and analyze it results using modern methods and specialized software provisioning	Ability to carry out theoretical and applied research in the field of marketing at the appropriate level
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## **COURSE CONTENT**

### **Content module 1: Consumer behavior as a factor in the interaction between the enterprise and the individual**

#### **Topic 1: Consumer behavior in the marketing management system**

##### **1.1. The essence and role of consumer behavior in marketing**

The concept of "economic exchange". Evolutionary forms of marketing and their psychological component. Description of common techniques in the buying process. Dimensions of consumption analysis. Search for information that contributes to the creation of a marketing information system.

##### **1.2. Approaches and stages of consumer behavior analysis**

Dimensions of the analysis of consumption of goods and services. Approaches to the analysis of consumer behavior. Characteristics and content of the positivist approach. Features of modernism and postmodernism. Reductionist view of consumer relations.

#### **Topic 2. Laws that determine the market behavior of people**

##### **2.1 Laws of human behavior: the need and specificity of their cognition**

The law of the unity of the biological and the social. General laws of behavior. Laws of inertia of human systems.

##### **2.2 Laws of connection with the external environment**

The law of environmental balancing. The law of adaptation. The law of the complex impact of a positive result (effect) on the object of management and the increasing labor intensity of benefits. Gossen's Law.

##### **2.3 On the laws of inertia of human systems**

The law of inertia. The law of installation. The law of dominance

##### **2.4 Social and psychological laws that determine human behavior in a team**

Peculiarities of the influence of the immediate social environment on this behavior. The decisive role of traditions and customs. The law of the influence of social norms. The law of limited legal regulation of behavior. The law of the influence of the labor collective. The law of increasing labor productivity in the team. Ringelman's law. The law of the reference group. The law of resistance to disrespect. The law of the negative effect of excessive regulation.

##### **2.5 Groups of biopsychological laws.**

The law of the reflexive (reflective) nature of activity. The law of saving forces (energy). The law of the expected beneficial effect. The law of the influence of emotions. The law of volitional determination of behavior. The law of egoism.

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

#### **3.1 Cultural factors**

Culture. Subculture. Social class. Social factors.

#### **3.2 Immediate environment factors**

Reference groups. Family. Roles and statuses. Family life cycle. Factors of external influence on the behavior of industrial consumers. Economic, political, legal, cultural, physical, geographical, scientific, technical and technological factors.

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

#### **4.1 Factors of internal influence on individual consumer behavior**

Psychological factors. Motivation. Perception. Assimilation. Persuasion. Attitude. Personal factors. Age. Occupation. Economic status. Lifestyle. Personality type and self-perception.

#### **4.2 Factors of internal influence on B2B consumer behavior**

Organizational. The purpose of the organization. Methods of work. Organizational structure. Organizational culture. Organizational approaches to procurement. Factors of interpersonal relationships. Roles played by members of the purchasing center. Status. Forms of power.

## **Content module 2. Practical aspects of using marketing instruments of influence**

### **Topic 5. Modeling end-user behavior**

#### **5.1 Approaches to modeling consumer behavior**

Definition of the budget line and the indifference curve and their economic meaning. The classical model of economic consumption. Basic axioms of the microeconomic approach to modeling consumer behavior.

#### **5.2 Cognition theory as a component of the psychological approach to modeling consumer behavior**

The theory of reaction to a stimulus as a component of a psychological approach to modeling consumer behavior. Psychoanalytic theory of thinking as a component of the psychological approach to modeling consumer behavior. The essence of the sociological approach to modeling consumer behavior. The essence of an integrated approach to modeling consumer behavior.

#### **5.3 The "black box" model of consumer consciousness**

The process of making a purchase decision. Converting stimuli into a reaction. The reaction of customers to various marketing techniques.

### **Topic 6. Marketing tools of psychological influence**

#### **6.1 The concepts of behavioral response and involvement in the decision-making process**

Factors determining the level of involvement. Behavioral approaches to problem solving. Conditions for making a template or habitual decision. Conditions for making a problem-limited decision. Conditions for making a problematic extended decision.

## **6.2 Categories of classification of customer response levels**

Scheme of the learning process. Methods of perception of the surrounding reality and their inclusion in the matrix of engagement by Foote, Cone and Belding.

## **6.3 Psychological foundations of perception and impression creation in marketing.**

The concept of perception and the stages of the perception process. The concept of sensation and thresholds of sensitivity, differential threshold of sensitivity. The law of Bouguer-Weber. The concept of attention and its types.

## **Topic 7. Features of advertising messages in terms of their psychological impact**

**7.1 The essence of selectivity of attention on the example of marketing incentives** Factors influencing the amount of attention that will be paid to an appeal and the correctness of its interpretation. The concept of awareness. Factors influencing the process of perception. The concept of assimilation. Influence on consumer behavior using the basic principles of classical learning theory. The importance of memorizing information by consumers and the basic processes of memory. The main types of memory. The essence of the memorization process. Restorff and Zeigarnik effects as factors of interference reduction. Influence on the learning process from the perspective of Gestalt psychological theory. The essence of observational learning (modeling). The concept and essence of attitude. Formation of attitude to the brand from the point of view of the theory of cognitive dissonance. Formation of attitude to the brand from the point of view of attributive theory. The concept of a multi-attribute product. Ways to improve consumer attitudes from the point of view of attributional theory.

### **7.2 Attitude survey.**

Research of consumer attitudes towards a company and a particular brand of goods. Research of consumer loyalty to a brand. Research of consumer intentions. Research of the process of making a decision to purchase a product. Research of consumer preferences in the process of deciding to purchase goods. Research of consumer behavior in connection with the implementation of the act of sale. Study of the level of satisfaction of consumer requests. Study of the motivation that encourages consumers to purchase goods.

### **7.3 Features of the psychological impact on consumer behavior of the tools of the marketing communication complex.**

Psychological techniques of personal sales. Methods for checking attention, methods for identifying the impact of advertising on activation. Characteristics of methods for assessing attention, assessing the impact of advertising on consumer activation and recommendations for their use.

The list of practical and seminar practical (seminar) ) studies in the course is given in Table 2.

Table 2

### The list of practical (seminar) ) studies

Name of the topic and/or task	Contents
Topic 1: Task 1	Method of building an empathy map "Social portrait of the consumer"
Topic 2. Seminar session 2	Changing consumer behavior in the period of digital transformation
Topic 3. Task 3	Building a profile of external factors of influence
Topic 4. Task 4	Building a customer segmentation grid
Topic 5. Task 5	Developing a model of the consumer's "black box"
Topic 6. Task 6	Essay "Market Anthropomorphism of the Brand"
Topic 7. Task 7	Individual task "Research of consumer attitudes towards the company and a particular brand of goods"

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	Contents.
Theme 2	Preparing for the seminar session
Topic 1 - 6	Preparation for practical classes
Topics 4 - 7	Performing individual educational and research tasks
Topic 7	Developing a research plan

The number of hours of lectures, practical (seminar) studies and hours of self-study is given in the technological card of the course.

## 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 (Topics 1, 3, 4, 7,)), problematic lecture (Topics 2, 5, 6).

Visual (demonstration (Topics 1-7)).

Practical (practical work (Topics 1 - 7), case method (Topic 6)).

## FORMS AND METHODS OF ASSESSMENT

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

**Current control** is carried out during lectures, practical 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 courses with a form of semester control as grading: the maximum amount

is 100 points; the minimum amount required is 60 points.

**The final control** includes current control and assessment of the student.

During the teaching of the course, current control measures are used: individual educational and research tasks (45 points), written test (20 points), group work (30 points), express survey (5 points).

More detailed information on the assessment system is provided in a technological card of the course.

## RECOMMENDED LITERATURE

### Main

1. Larina Y.S., Ryabchik A.V. Consumer behavior. - Study guide. Kyiv: AldiPlus, 2024. - 284с.

2. Hrynevych L. V. Directions of restoration of marketing activity and transformation of consumer behavior patterns in the post-war period: problems of taking into account the regional aspect / L.V. Grinevich, N. Belikova // Business Inform. - №3. - 2023. - С. 205-210. <http://repository.hneu.edu.ua/handle/123456789/29831>.

### Additional

3. Babin, B. J., Harris, E. G. Consumer Behavior. - Boston: Cengage Learning, 2022. - 406 p.

4. Kumar, A., & Saroj, K. 2022. Role of Social Media in Marketing 4.0. International Journal of Research in Business Studies, 7(1), 2455–2992.

5. Ушкальов В. В. Профайлінг споживача: проблемні аспекти економічної ефективності / В. В. Ушкальов, М. П. Мартіянова // Причорноморські економічні студії. - 2023. – Вип. 80. - С. 110 – 115.

6. Соціально-економічні проблеми управління бізнесом: монографія / за заг. ред. к.е.н., доц. А.С. Панчук, к.е.н., доц. Н.С. Ляліної. – Харків : ФОП Федорко, 2021. – 303 с.

7. Раменська С. Є., Чернявська А. Р., Котовська Н. В. Маркетинг соціальних мереж: сучасний виклик. Маркетинг і цифрові технології. 2023. № 1. С. 43-51. DOI: <https://doi.org/10.15276/mdt.7.1.2023.3>.

8. Bruhn M., Gröppel-Klein A., Kirchgeorg M. Managerial marketing and behavioral marketing: when myths about marketing management and consumer behavior lead to a misconception of the discipline. Journal of Business Economics. 2023. № 93. Pp. 1055–1088. DOI: <https://doi.org/10.1007/s11573-023-01141-z>.

9. Татаринцева Ю. Л. Інноваційний менеджмент в епоху цифрового маркетингу вражень / Ю. Л. Татаринцева, О. І. Пушкар // Актуальні проблеми менеджменту: теоретичні і практичні аспекти : матеріали 6-ї міжнар. наук.–практ. конф., 28-29 вересня 2023 р. : тези допов. – Одеса : ОНЕУ, 2023. – С. 146-148. <http://repository.hneu.edu.ua/handle/123456789/30481>.

10. Striy Lyubov, Bobrovnich Nataliy. Governance of intercommunication of the producer's marketing with consumers and other market participants. Східна

Європа: економіка, бізнес та управління. 2022. Випуск 1 (34). С. 156–162. DOI: <https://doi.org/10.32782/easterneurope.34-26>.

11. Яловега Н. І. Маркетингові комунікації в умовах війни: виклики й шляхи просування товарів. Наук. зап. Льв. ун-ту бізнесу та права. 2023. № 37. С. 373–379. URL: <https://nzlubp.org.ua/index.php/journal/article/view/824>.

### **Information resources**

12. International Marketing Group [Electronic resource]: <http://www.marketing-ua.com>.

13. Ukrainian Marketing Association [Electronic resource]: <http://uam.in.ua>