

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

ЗАТВЕРДЖЕНО

на засіданні кафедри
маркетингу
Протокол № 1 від 01.09.2025 р.

ПОГОДЖЕНО

Проректор з навчально-методичної роботи
Каріна НЕМАШКАЛО



ПОВЕДІНКА СПОЖИВАЧА

робоча програма навчальної дисципліни (РПНД)

Галузь знань **D «Бізнес, адміністрування та право»**
Спеціальність **D5 Маркетинг**
Освітній рівень **перший (бакалаврський)**
Освітня програма **Маркетинг**

Статус дисципліни **обов'язкова**
Мова викладання, навчання та оцінювання **англійська**

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APPROVED
at the meeting of the department
Marketing
Protocol No. 1 dated 01.09.2025

AGREED
Vice-rector for educational and methodical work



CONSUMER BEHAVIOR
Program of the course

Field of Study
Specialty
Study cycle
Study programme

D «Business, Administration and Law»
D5 Marketing
First (Bachelor's)
Marketing

Course Status
Language

mandatory
English

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INTRODUCTION

The modern economic conditions in which domestic enterprises operate are characterized by a high level of uncertainty and dynamism of external environmental factors. All this contributes to the emergence of adverse situations accompanied by conflicts of economic interests and the lack of complete and reliable information. Under such conditions, the ability of managers to adapt the enterprise's activities to changes in the external environment and to make scientifically grounded, optimal decisions in order to ensure effective business operations becomes particularly important. The possibility of achieving this is determined by thorough professional training of future economists and enterprise managers, which takes into account all aspects of modern business practice.

The program of the course "Consumer Behavior" is compiled according to the study programme of preparation of bachelors in specialty D5 "Marketing", within the educational program "Marketing".

The purpose of teaching this course is to provide knowledge about the directions of expanding marketing functions in studying the mechanisms of consumer behavior and using these mechanisms to achieve organizational goals.

To achieve this purpose, the following **main tasks are set**:

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

acquiring skills of working with consumers and managing their behavior.

"Consumer Behavior" is a course that studies the tools for economic justification and decision-making in business activities, taking into account the variability of the external environment.

The object of the course is the economic system and processes reflecting various aspects of business decision-making.

The subject of the course is the marketing system for managing consumer behavior.

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 2	SC 11
LO 3	SC 4
LO 7	SC 12
LO 8.	SC 13
LO 9	SC 12
LO 15	GC 14

where:

LO2. Analyze and forecast market phenomena and processes based on the application of fundamental principles, theoretical knowledge, and applied skills in marketing activities.

LO3. Apply acquired theoretical knowledge to solve practical tasks in the field of marketing.

LO7. Use digital information and communication technologies, as well as software products necessary for the proper conduct of marketing activities and the practical application of marketing tools.

LO8. Apply innovative approaches to conducting marketing activities of a market entity and flexibly adapt to changes in the marketing environment.

LO9. Assess the risks of marketing activities and determine the level of uncertainty in the marketing environment when making managerial decisions.

LO15. Act in a socially responsible and civically conscious manner based on ethical principles of marketing, respect for cultural diversity and the values of civil society, while observing individual rights and freedoms.

SC4. Ability to carry out marketing activities based on understanding the essence and content of marketing theory and the functional relationships between its components.

SC11. Ability to analyze the behavior of market entities and determine the specific features of market functioning.

SC12. Ability to substantiate, present, and implement research results in the field of marketing.

SC13. Ability to plan and conduct effective marketing activities of a market entity in a cross-functional context.

GC14. Ability to act in a socially responsible and conscious manner.

COURSE CONTENT

Content Module 1. Consumer Behavior under Conditions of Economic Exchange

Topic 1. Consumer Behavior under Conditions of Economic Exchange.

Marketing and the consumer.

The importance of studying consumer behavior.

Consumer behavior under conditions of economic exchange.

Approaches and stages of consumer behavior analysis.

Topic 2. Personal Determinants of Consumer Behavior.

The essence of consumer behavior.

The structure of consumer behavior.

Basic methods and approaches to studying consumer behavior.

Behaviorism. Cognitive theories. Integrated model of consumer behavior.

Principles of consumer behavior research.

Topic 3. External Factors Influencing 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. Behavioral characteristics of social classes. Status spectra.

Theory of reasoned action and theory of planned behavior. Reference groups. Classification of reference groups. Influence of reference groups on consumer behavior.

Role theory. Charismatic motivation. Family as a purchasing center. Household and its life cycle. Consumer socialization. Innovative consumer socialization.

Situational factors. Types of situations.

Topic 4. Buyers' Response Behavior.

Internal factors. Definition of motivation. The motivation process model. Factors determining motives. The dynamic nature of motivation. Classification of motivation theories. General theories of motivation (A. Maslow, McClelland, S. Freud). Special motivation theories. Opponent-process theory. "S-R" theory and the theory of maintaining an optimal level of stimulation. Hedonic motivations. The desire to maintain freedom of action. Motivation aimed at risk reduction. Types of consumer risks. Factors influencing risk perception. The drive to establish causal relationships.

Needs. Classification of needs by Daniel Starch. List of needs by H. Murray. A. Maslow's hierarchy of needs. D. McClelland's theory of needs. Utilitarian and hedonic needs. Absolute and relative needs according to Keynes. Generic and derived needs according to Abbott. McGuire's classes of needs. Personality. Basic personality theories. Freud's theory. Neo-Freudian theory. Socio-psychological theory. Self-concept theory. Trait theory. Cattell's theory. Emotions. Types of emotions. Values. Value registers according to Rokeach, Schwartz, and the theory of consumption values by Sheth–Newman–Gross. Lifestyle. AIO model. VALS model. LOV model. Consumer resources. Consumer knowledge.

Content Module 2. Research of the Consumer Decision-Making Process

Topic 5. Consumer Decision-Making Process.

Consumer models (economic man, passive man, cognitive man, and emotional man). Buyer characteristics and choice of place of purchase. Model of the consumer purchase decision-making process. Problem recognition and information search. Evaluation and selection of alternatives. Decision rules. Post-purchase processes. Post-purchase dissonance. Consumer rights protection. Consumption. Disposal. Purchase evaluation. Types of decision-making processes. Level of involvement and the purchase decision-making process. Influence of price and quality on the purchase decision-making process.

Topic 6. Marketing Tools Influencing Consumer Behavior.

Impact of marketing communications. Opportunities for marketing communications. Influence of advertising on consumer behavior. Factors determining communication effectiveness. Sources of advertising information. Arguments presented in advertising. Persuasiveness of arguments. Influence of a company's

product policy on consumer behavior. Consumer perception of the product and brand. Strengthening brand image. Distribution policy and consumer behavior. Changing influence within distribution channels. Retail strategies. Pricing strategies and consumer behavior. Methods of modifying consumer behavior.

Topic 7. Methods of Consumer Behavior Research.

General scheme of applied marketing research of consumer behavior. Quantitative research of consumer behavior. Measurement of consumers’ cognitive response. Measurement of brand awareness. Memorization and forgetting of advertising messages. Analysis of perceived similarity. Measurement of consumers’ emotional response. Measurement of consumer attitudes based on compositional and decompositional approaches. Measurement of consumers’ behavioral response. Analysis of market share dynamics. Analysis of brand loyalty. Methods of measuring consumer satisfaction and dissatisfaction. Research of motivation factors. Surveys. Focus groups. In-depth interviews. Observation of consumer activities followed by discussion with consumers. Associative interviews. Projective tests. Retrospective interviews. Creative imagination-based interviews. Interviews generating doubts and concerns. Group discussions. Development of a list of exploratory questions for diagnosing the consumer decision-making process.

The list of 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	Content
Topic 1. Seminar Assignment 1.	“Approaches and Stages of Consumer Behavior Analysis”
Topic 2. Practical Assignment 2.	“Models of Consumer Behavior”
Topic 3. Practical Assignment 3.	“Influence of Reference Groups on Consumer Behavior”
Topic 4. Practical Assignment 4.	“Model of the Consumer Information Processing Process”
Topic 5. Practical Assignment 5.	“Model of the Purchase Decision-Making Process”
Topic 6. Practical Assignment 6.	“Methods of Modifying Consumer Behavior”
Topic 7. Practical Assignment 7.	“Methods of Quantitative Research of Consumer Behavior”

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 1–7	Study of lecture materials
Topic 1–7	Preparation for practical classes
Topic 1–6	Completion of individual educational and research assignments
Topic 1–7	Preparation of a creative assignment on a given topic
Topic 1–7	Preparation for the exam

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: mini-lectures (Topics 1–7), group and game-based discussions (Topics 3, 5), small group work (Topics 2–3), presentations (Topics 5, 7), etc.

FORMS AND METHODS OF ASSESSMENT

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

Current assessment is carried out during lectures, practical and seminar classes and aims to evaluate the level of preparedness of a student to perform specific tasks. It is assessed by the total number of points earned:

– for courses with a form of semester control as an exam: maximum amount is 60 points; minimum amount required is 35 points.

The final grade in the course is determined:

– for disciplines with a form of exam, the final grade is the amount of all points received during the current control and the exam grade.

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

Current assessment: practical assignments (40 points), module test (20 points).

Semester control: Grading including Exam (40 points).

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

An example of an exam card and assessment criteria.

Simon Kuznets Kharkiv National University of Economics
First (Bachelor's) Level of Higher Education
Specialty "Marketing"
Study programme "Marketing"
The course "Consumer Behavior"

EXAM CARD

Task 1 (Standardized) – Test Questions (20 points).

Examples of test questions:

1. **External factors influencing 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. **Internal factors influencing consumer behavior:**
 - a. Emotions, personal values, cultural values, material values, family traditions.
 - b. Need and lifestyle, 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.

...

10. **The following do NOT belong to personal sources of information:**

- a. acquaintances;
- b. friends;
- c. salespeople;
- d. family members.

Task 2 (Diagnostic) (6 points).

Identify the external factors influencing consumer behavior when purchasing jewelry and furniture. Which of them have the strongest influence on consumer behavior when buying the selected product? Substantiate your answer. Present the results in a table.

Influencing Factors	Type of Consumer	Type of Purchase

Task 3 (Heuristic) (14 points).

The table below presents consumer evaluations of different sneaker brands according to key attributes. The assessment of the relative importance of each attribute and the evaluation of the attribute magnitude were carried out using a semantic differential scale from +3 to -3.

Using the indicators provided in the table, calculate the overall brand evaluations applying compensatory decision rules.

Based on the obtained results, determine the brand that corresponds to consumer choice.

Attribute	Importance	Consumer Evaluation of Attribute Magnitude for Brand i
		Brand A
Shock absorption	+2	+2
Price less than 100 UAH	-1	-3
Durability	+3	+3
Comfort	+3	+2
Desired color	+1	+1
Arch support	+2	+3

Approved at the meeting of the Department of Marketing
Protocol No. ___ dated “” _____ 202_

Examiner _____
Head of the Department _____

Assessment Criteria

The examination paper covers the content of the discipline and is designed to determine the level of knowledge and the degree to which students have mastered the relevant competencies.

Each examination paper consists of:

- standardized tasks (10 test questions), for which a student may receive **20 points** (2 points for each correct answer);
- one diagnostic task worth **6 points**;
- one heuristic task worth **14 points**.

The tasks included in the exam card involve solving typical professional tasks of a specialist in the workplace and allow diagnosing the level of theoretical training and the level of competency acquired by the student in the course.

The table below presents the grading scale.

Table 3

Grading Scale for Examination Tasks

Type of Task	Points	Assessment Criteria
Diagnostic Task	1	Errors in calculations, incorrect interpretation of indicators, no conclusions provided.
	2	Task completed partially; units of measurement not specified; incorrect interpretation of analytical data or methodological tools; incorrect conclusions.
	3–4	Task completed fully and without calculation errors, with units of measurement indicated. However, incorrect interpretation of analytical data or methodological tools. Conclusions insufficiently substantiated.
	5–6	Task completed fully and without errors, with units of measurement indicated. Conclusions are well substantiated and correspond to the essence of the task.
Heuristic Task	1–3	Task partially completed; correct formulas provided, but calculation errors made; units of measurement not indicated; no conclusions or substantiated analysis of results.
	5–8	Task completed; correct formulas, concepts, and categories provided; calculations correct, but units of measurement not indicated; incorrect conclusions; no substantiated analysis of results.
	9–12	Task completed; correct formulas, concepts, and categories provided, but the essence of their components insufficiently раскрыта; conclusions insufficiently substantiated.

RECOMMENDED LITERATURE

Main:

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3. **Hledenova, L. M., & Bieliaieva, N. V.** (2022). *Marketing Communications as a Factor in Shaping Consumer Behavior*. Bulletin of the National Technical University “KhPI”. Series: Economic Sciences
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Additional:

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