

## WORK PROGRAMME OF THE DISCIPLINE:

COURSE TITLE	CONSUMER BEHAVIOR
LEVEL OF HIGHER EDUCATION (DEGREE)	FIRST (BACHELOR)
FIELD OF STUDY	07 MANAGEMENT AND ADMINISTRATION
MAJOR	073 MANAGEMENT
PROGRAM SUBJECT AREA	MANAGEMENT (ENGLISH)
STATUS OF THE DISCIPLINE	Compulsory
MODE OF STUDIES	FULL-TIME, PART-TIME, E-LEARNING
TOTAL NUMBER OF HOURS/ ECTS CREDITS	150 HOURS /5 ECTS CREDITS
LANGUAGE OF INSTRUCTION	ENGLISH
LECTURER	<b>BIELOVA OLENA IHORIVNA</b> Assoc. Prof., Ph.D.
LECTURER'S PROFILE	<a href="https://www.krok.edu.ua/ua/pro-krok/spivrobitniki/belova-olena-igorivna">https://www.krok.edu.ua/ua/pro-krok/spivrobitniki/belova-olena-igorivna</a>
TEL. NUMBER	+38 063-655-38-38 (Viber)
E-MAIL	<a href="mailto:bielovaoi@krok.edu.ua">bielovaoi@krok.edu.ua</a>
CONSULTATIONS	<i>consultations on campus: -</i> <i>Online consultations: consultations in MS Teams (Fridays 13:30- 14:30)</i> <a href="https://teams.microsoft.com/l/meetup-join/19%3ameeting_MTZhNzgwZTktdNDQ4ZC00MGM5LTkzOWItYTU2NzkzN2U0NWQy%40thread.v2/0?context=%7b%22Tid%22%3a%22cf94ad9d-2983-43f5-9909-722602ea2165%22%2c%22Oid%22%3a%220a60f68c-9f8a-4238-b108-23a5cbbf3c72%22%7d">https://teams.microsoft.com/l/meetup-join/19%3ameeting_MTZhNzgwZTktdNDQ4ZC00MGM5LTkzOWItYTU2NzkzN2U0NWQy%40thread.v2/0?context=%7b%22Tid%22%3a%22cf94ad9d-2983-43f5-9909-722602ea2165%22%2c%22Oid%22%3a%220a60f68c-9f8a-4238-b108-23a5cbbf3c72%22%7d</a>

### 1. Brief summary of the course

The Consumer Behavior course provides a comprehensive understanding of the psychological, social, and cultural factors that influence consumer decision-making processes. It examines the motivations, attitudes, and behaviors of consumers in various contexts, focusing on how they evaluate, purchase, and use products and services. The course integrates theories from psychology, sociology, and economics to explore key drivers of consumer preferences and purchasing habits. Students will analyze the impact of personal values, lifestyles, and demographics, as well as external influences such as social groups, cultural trends, and marketing strategies. Special attention is given to the role of perception, learning, memory, and emotions in shaping buying decisions. The course also addresses modern topics, including online consumer behavior, brand.

The aim of the course is to substantiate the importance, role and functions of consumer behavior, as well as the formation of a modern view of consumer behavior. The goals of the course

are: definition of the essence, types, styles, models of consumer behavior; substantiation of the role of consumer behavior in organization development; disclosure of tasks in building an effective system of consumer behavior management; analysis of modern forms of consumer behavior and decisions based on it.

## 2. Learning outcomes

## 3. Course scope

Type of class	Total number of hours/ ECTS credits - 150 HOURS /5 ECTS CREDITS		
Total number of hours / mode of studies	full-time	part-time	e-learning
lectures	28	14	14
seminars / practical / laboratory classes	22	7	7
Individual work	100	129	129

## 4. Prerequisites

Introduction to Management, Marketing and Sales

## 5. Hardware and software

PC / laptop, Internet access, camera, microphone

## 6. Course policies – students must adhere to a code of academic integrity:

<https://int.krok.edu.ua/images/download/code-of-academic-integrity-2025.pdf>

Academic integrity is the presentation of one's own work and the proper recognition of the contribution of others.

Any violation of this principle constitutes academic dishonesty and may result in poor evaluation and disciplinary action.

### Forms of academic dishonesty include:

- Plagiarism - presenting all or part of someone else's work as one's own in an academic exercise, such as an exam, a computer program, or a written assignment.
- Fraud - Using or attempting to use unauthorized materials during an exam or assignment, such as using unauthorized texts or notes or improperly obtaining (or attempting to obtain) a copy of an examination or exam answers.
- Promoting academic dishonesty - helping others commit an act of dishonesty, such as replacing an exam or completing a task for someone else.
- Fabrication - modification or transfer, without permission, academic information, or records.

## 7. Programme of the course

### Topic 1: Consumer Behaviour: People in the Marketplace

This topic introduces the fundamentals of consumer behavior, examining how individuals make buying decisions and interact with products in the marketplace. It explores the roles consumers play as buyers, users, and influencers, highlighting the psychological, economic, and social factors that drive purchasing decisions. The topic investigates consumer identity, segmentation, and the influence of demographics, lifestyles, and psychographics on consumption patterns. Practical examples illustrate how marketers leverage consumer insights to design targeted strategies and

enhance customer experiences.

### **Topic 2: Motivation, Values, and Involvement in Consumer Behaviour**

This topic delves into the psychological foundations of consumer motivation and the values that shape purchasing behavior. Students explore how needs, desires, and goals influence decision-making and the role of personal values and cultural norms in shaping preferences. It examines theories of motivation, such as Maslow's hierarchy of needs, and the concept of involvement—how deeply consumers engage with a product or brand. Real-world examples illustrate how companies use value-driven marketing to build emotional connections with consumers and enhance brand loyalty.

### **Topic 3: Attitude Change and Interactive Communications**

This topic focuses on attitudes and their role in shaping consumer perceptions and behavior. Students learn about the formation of attitudes, how they influence decision-making, and strategies for changing attitudes through persuasive communication. Topics include advertising appeals, message framing, and the use of digital media in interactive communications. The topic also covers theories such as the Elaboration Likelihood Model (ELM) and cognitive dissonance theory to explain attitude change. Case studies highlight effective marketing campaigns that leverage attitude shifts to drive consumer action.

### **Topic 4: Individual Decision-Making in Consumer Behaviour**

This topic explores the stages of consumer decision-making—from need recognition and information search to evaluating alternatives, purchasing, and post-purchase evaluation. It highlights rational and emotional decision-making processes and the impact of biases and heuristics on choices. The topic examines tools consumers use, such as reviews, recommendations, and online comparisons, to make informed decisions. Special attention is given to post-purchase satisfaction and strategies for fostering customer loyalty through feedback and continuous improvement.

### **Topic 5: Shopping and Buying in Consumer Behaviour**

This topic investigates shopping motivations, behaviors, and decision-making processes in various purchasing environments. It covers situational influences, such as store atmosphere, social surroundings, and temporal factors, and their effects on consumer experiences. Students explore hedonic (pleasure-driven) and utilitarian (goal-driven) motivations for shopping, along with e-commerce trends and online buying behaviors. The topic also examines customer satisfaction, product returns, and post-purchase evaluations, offering insights into strategies for optimizing the shopping experience.

### **Topic 6: Group Influence and Opinion Leadership**

This topic examines the role of social influences, group dynamics, and opinion leaders in shaping consumer decisions. It explores reference groups, peer pressure, and social norms as key drivers of consumer behavior. Students learn about the influence of word-of-mouth communication, online reviews, and social media influencers in modern marketing. The topic highlights the role of opinion leaders and brand advocates in spreading trends and fostering trust in products and services. Real-life case studies demonstrate strategies for leveraging group influence in marketing campaigns.

### **Topic 7: Culture and Lifestyle in Consumer Behaviour**

This topic explores the impact of culture, subcultures, and lifestyles on consumer preferences and behavior. It analyzes cultural values, traditions, and symbols that shape consumption patterns and purchasing decisions. Students examine the role of globalization and cross-cultural marketing in adapting products and messages to different markets. Key themes include lifestyle segmentation, the

influence of trends, and the role of rituals and habits in shaping buying behavior. Practical examples illustrate how marketers tailor campaigns to cultural differences and evolving consumer lifestyles.

### 8. Course scheme

Topic	Number of hours									Control form
	Full-time			Part-time			E -learning			
	Lectures	Seminars /practical	Individual work	Lectures	Seminars /practical	Individual work	Lectures	Seminars /practical	Individual work	
Topic 1: Consumer Behaviour: People in the Marketplace	4	2	14	2	1	18	2	1	18	IA, S, T, CS, P
Topic 2: Motivation, Values, and Involvement in Consumer Behaviour	4	4	14	2	1	19	2	1	19	IA, S, T, CS, P
Topic 3: Attitude Change and Interactive Communications	4	2	14	2	1	18	2	1	18	IA, S, T, CS, P
Topic 4: Individual Decision-Making in Consumer Behaviour	4	4	14	2	1	19	2	1	19	IA, S, T, CS, P
Topic 5: Shopping and Buying in Consumer Behaviour	4	2	15	2	1	18	2	1	18	IA, S, T, CS, CA, P
Topic 6: Group Influence and Opinion Leadership	4	4	14	2	1	18	2	1	18	IA, S, T, CS, P
Topic 7: Culture and Lifestyle in Consumer Behaviour	4	4	15	2	1	19	2	1	19	IA, S, T, CS, P
Total hours	28	22	100	14	7	129	14	7	129	-
FINAL CONTROL/ CREDIT	-			-			-			-
TOTAL	150			150			150			-

#### Control form

IA – individual assignments

S – survey

T – test, mid-term tests

CA – calculation assignments

CS – solving case-studies

P – oral presentation

E - exam

## 9. Individual tasks

Individual tasks are an integral part of the educational process, as they contribute to the development of analytical skills, creative thinking and independence of students.

Content of an individual educational and research task (educational project)
<p>The individual task consists of three types of questions, task options posted on the moodle platform:</p> <ol style="list-style-type: none"><li>1. Open question:<ul style="list-style-type: none"><li>o Requires a detailed, detailed answer based on theoretical knowledge and analysis of additional information.</li><li>o Tests your understanding of the topic, ability to formulate your own opinions and argue your position.</li></ul></li><li>2. Calculation task:<ul style="list-style-type: none"><li>o Involves performing certain calculations using formulas or economic models.</li><li>o Tests knowledge of economic methods and the ability to apply them in practice.</li></ul></li><li>3. Situational task:<ul style="list-style-type: none"><li>o Presents a real economic problem or case that needs to be analyzed and a solution proposed.</li><li>o Tests your ability to apply theoretical knowledge to solve practical problems and make informed decisions.</li></ul></li></ol> <p>Requirements for completing the task:</p> <ul style="list-style-type: none"><li>• Clear structure: Answers should be logically structured, contain an introduction, main body and conclusions.</li><li>• Argumentation: Each statement must be supported by arguments and references to sources.</li><li>• Accuracy of calculations: When performing calculations, it is necessary to observe accuracy and use appropriate units of measurement.</li><li>• Originality: Answers must be your own and contain no plagiarism.</li><li>• Design: The work must be designed in accordance with the requirements specified on the moodle platform.</li></ul>

## 10. Teaching methods

In the process of studying the discipline "**Consumer Behavior**", various types of educational activities, teaching methods and technologies are used.

Types of educational activities:

1. Lectures: classes where the teacher presents theoretical and practical guidance material, analyzing the main concepts and tools of the discipline.

2. Seminars: interactive sessions in which students discuss topics, analyze case studies, and participate in group discussions that contribute to a deeper understanding of the material.

3. Practical classes: focus on the application of particular tools.

Teaching methods and technologies:

1. Presentations and multimedia materials: the use of slides, videos and graphs, which facilitate the perception of information and make the educational process more visual.

2. Active learning methods: include group projects, discussions, role-playing games, and brainstorming sessions that promote active student involvement in the process.

3. Case method: analysis of real business situations, which allows students to practically apply theoretical knowledge, develop critical thinking and decision-making skills.

Use of information technologies: interactive platforms for learning

## 11. Control methods

Control measures are used to determine the success of training. Control measures include final control.

The final control is carried out to evaluate the learning results after the end of the study of the discipline according to the working curriculum.

When studying this course, the following form of final control is used: credit.

## 12. Distribution of points received by students

Evaluation of student learning results is carried out according to the University scale (0-100) and the national scale.

General course evaluation system: Participation in the work during the semester / exam – 80%/20%

All tasks must be written independently, plagiarism is prohibited, no references or citations are required. The quality and originality of arguments are evaluated. The assignments should be presented in Moodle.

### 13.1. Scoring scheme for the course

Type of educational activity	Max score	Max total score
Solving case-studies (2 x 15 points)	30	
Calculation assignments (2 x 10 points)	20	
Surveys / Individual work (2 x 10 points)	10	
<b>Total for practical tasks</b>	<b>60</b>	
<b>Final test</b>		<b>40</b>
<b>Total for the course</b>		<b>100</b>

### 13.2. Conditions for awarding points

#### 1. Solving Case-Studies (Maximum Score – 30 Points)

##### *Assessment Criteria:*

Completeness of the Solution (12 Points):

Clear explanation of all steps in the problem-solving process, proper justification of tools, formulas, and methods applied.

Accuracy of Answers (12 Points):

All calculations and results must be precise and based on logical reasoning or evidence.

Clarity of Presentation (6 Points):

Well-structured solutions, proper use of terminology, and adherence to formatting standards.

##### *Breakdown:*

2 Case-Studies × 15 Points Each = 30 Points Total

#### 2. Calculation Assignments (Maximum Score – 20 Points)

##### *Assessment Criteria:*

Completeness of the Solution (8 Points):

Detailed explanation of formulas and methods, logical flow, and clear presentation of steps.

Accuracy of Answers (8 Points):

Precise calculations with accurate results and proper use of numerical data.

Clarity of Presentation (4 Points):

Logical structure, proper formatting, and consistent use of symbols, units, and annotations.

##### *Breakdown:*

2 Assignments × 10 Points Each = 20 Points Total

#### 3. Surveys / Individual Work (Maximum Score – 10 Points)

##### *Assessment Criteria:*

Depth of Analysis (4 Points):

Critical evaluation of data, integration of sources, and clear articulation of arguments.

Structure and Formatting (2 Points):

Proper organization, adherence to formatting guidelines, and use of citations.

Originality and Creativity (2 Points):

Innovative approaches, practical recommendations, and personal insights.

Responses to Questions (2 Points):

Active participation in discussions, ability to present ideas clearly, and address feedback.

##### *Breakdown:*

2 Activities × 5 Points Each = 10 Points Total

#### 4. Final Test (Maximum Score – 40 Points)

##### *Assessment Criteria:*

Number of Correct Answers (20 Points):

The test consists of 20 questions, each worth 2 points.

Evaluation Focus:



Assessing theoretical knowledge, practical application, and comprehension of key concepts.

*Breakdown:*

Final Test = 40 Points Total

#### 5. Total Evaluation for the Course

Practical Tasks (Case-Studies, Assignments, and Individual Work): 60 Points

Final Test: 40 Points

Grand Total: 100 Points

### 13.3. Final assessment criteria

University scale	Ukrainian Grade
90 and higher	excellent
70–89	good
50–69	satisfactory
1–49	unsatisfactory

### 14. Methodological provision

Attention students: all educational and methodological materials (lecture plans and videos, presentations/seminar assignments/case-studies, etc.) are submitted in Moodle Course: Поведінка споживача(Consumer behavior)\_Белова О.І.: <https://dist.krok.edu.ua/course/view.php?id=1911>

### 15. Recommended literature

#### Basic

1. Solomon, M. R. (2020). *Consumer Behavior: Buying, Having, and Being* (13th ed.). Pearson

#### Additional

1. Schiffman, L. G., & Wisenblit, J. (2019). *Consumer Behavior* (12th ed.). Pearson.
2. Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2018). *Consumer Behavior* (10th ed.). Cengage Learning.
3. Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson.
4. Arnould, E. J., & Thompson, C. J. (2018). *Consumer Culture Theory*. SAGE Publications.

### 16. Additional information on the discipline (educational component)

Certificates of completion for distance or online courses on the relevant topics may be credited provided that the requirements outlined in the corresponding regulation are met.

#### Work programme of the discipline:

Compiled by: Associate Professor of Department of Marketing and Behavioral Economics, PhD in Economics  
- Olena Bielova.

Approved: at the meeting of the Department of International Business (Protocol No. 2 dated September 17, 2024).