

COURSE DESCRIPTION

Course code	Course group	Volume in ECTS credits	Course valid from	Course valid to
MAV3003	C	6	2014 04 01	2019 04 01
Course type			compulsory	
Course level			bachelor (first-cycle) studies	
Semester the course is delivered			5	
Study form			face-to-face	

Course title in Lithuanian

Vartotojų elgsena

Course title in English

Consumer Behavior

Short course annotation in Lithuanian

Dalyko paskirtis – studijuoti pagrindines vartotojų elgsenos teorijas ir koncepcijas. Baigę dalyką studentai įgys žinių bei supratimą apie individualių pirkėjų sprendimo priėmimo procesą, grupinę pirkimo elgseną. Studentai studijuoja pagrindinius vidinius ir išorinius veiksnius, kurie daro įtaką pirkimo sprendimo procesui, išmoksta įvertinti asmeninių, socialinių ir kultūrinių veiksnių įtaką elgsenai.
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Short course annotation in English

The objective of this course is to study the basic theories and concepts of consumer behavior. In this course students will acquire knowledge and understanding of decision making process of individual buyers as well as the collective buying behavior. Students study the main internal and external factors that impact the decision making process, learn to evaluate influence of personal, social and culture factors on behavior.
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Prerequisites for entering the course

Principles of Marketing

Course aim

To provide the students with theoretical knowledge and practical skills, which are essential for analyzing the behavior of consumers as they search for, purchase, and use goods and services.
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Links between study programme outcomes, course outcomes and criteria of learning achievement evaluation

Study programme outcomes	Course outcomes	Criteria of learning achievement evaluation
3) To apply theoretical innovations and practical achievements, tendencies and peculiarities of modern business environment, as well as different business contexts to the analysis of marketing situations	1) To recognize and explain the main processes and factors affecting consumer behavior	The student recognizes and explains at least half of the given main processes and factors affecting consumer behavior
	2) To recognize and explain the influence of environment on the consumer behavior	The student recognizes and explains the influence of environment on the consumer behavior according to at least half of the given questions
6) To demonstrate skills for the independent analysis of various marketing management situations/problems, decision making and implementation, as well as project management	3) To assess the personal, social and cultural factors that influence purchase behavior, define their impact on consumers behavior	The student is able to assess at least half of given personal, social and cultural factors that influence purchase behavior, demonstrates minimal sufficient knowledge about their influence on consumers behavior
	4) To define the decision making process of consumers	The student demonstrates minimal sufficient knowledge about the decision making process of consumers
	5) To analyse the impact of various marketing actions to the consumer	The student identifies and evaluates the impact of various marketing actions to the consumer

7) To demonstrate skills of oral and written communication, using professional business (including English) language	6) To prepare a public oral group presentation on the independently made analysis of the consumers behavior in specific situation in compliance with given requirements	The student, together with other group members, prepares a public oral presentation on the independently made analysis of consumers behavior in specific situation which meets at least half of the determined requirements
	7) To formulate and defend one's opinion, to persuade by providing argumentation for the ideas presented	The student is able to formulate his/her opinion and answer uncomplicated questions about the independently made analysis of the consumers behavior
8) To demonstrate group work skills: the ability to communicate with others, share work, take responsibility, etc.	8) To demonstrate the ability to communicate with others, share work, interact in a group, tolerate the opinion of other members, take responsibility, etc.	The student works together with other members of the group, communicates with them and takes responsibility in order to achieve his/her personal results

Link between course outcomes and content

Course outcomes	Content (topics)
1) To recognize and explain the main processes and factors affecting consumer behavior	1. Concept of consumer behavior 2. Processes and factors affecting consumer behavior 3. Marketing strategy and consumer behavior 4. Behavioral motives, personality, perception 5. Consumer learning process 6. Consumer attitudes 7. Family and group influence on consumer behavior 8. Diffusions of innovations 9. Cultural, subcultural, social class influences on consumer behavior 10. Consumer decision making process 11. Organizational buying behavior
2) To recognize and explain the influence of environment on the consumer behavior	3. Marketing strategy and consumer behavior 7. Family and group influence on consumer behavior 8. Diffusions of innovations 9. Cultural, subcultural, social class influences on consumer behavior
3) To assess the personal, social and cultural factors that influence purchase behavior, define their impact on consumers behavior	4. Behavioral motives, personality, perception 5. Consumer learning process 6. Consumer attitudes 7. Family and group influence on consumer behavior 8. Diffusions of innovations 9. Cultural, subcultural, social class influences on consumer behavior
4) To define the decision making process of consumers	10. Consumer decision making process 11. Organizational buying behavior
5) To assess the impact of various marketing actions to the consumer	3. Marketing strategy and consumer behavior
6) To present in a written form independently made analysis of the consumers behavior in specific situation in compliance with given requirements	3. Marketing strategy and consumer behavior 4. Behavioral motives, personality, perception 5. Consumer learning process 6. Consumer attitudes 7. Family and group influence on consumer behavior 8. Diffusions of innovations 9. Cultural, subcultural, social class influences on consumer behavior 10. Consumer decision making process
7) To formulate and defend one's opinion, to persuade by providing argumentation for the ideas presented	
8) To demonstrate the ability to communicate with others, share work, interact in a group, tolerate the opinion of	

other members, take responsibility, etc.	
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Study methods

Teaching methods: provision of information (explanation, illustration) using visual aids; case-based lecture; formulation and explanation of problem-oriented examples, issues and tasks; moderation of case study; moderation of discussion; consulting.

Learning methods: individual work: search for and analysis of information in educational literature, periodical sources, the internet, etc.; analysis of cases; analysis of problem-oriented examples and issues; preparing practical tasks; discussion; consultation; group consideration of seminar tasks; collective students' work while preparing a group presentation; oral self-reflection.

Methods of learning achievement assessment

Written assessment (colloquium and examination); assessment of seminar tasks; assessment of an independent group work and its oral presentation.

Distribution of workload for students

Lectures and case studies – 30 hrs.

Seminars and case studies – 15 hrs.

Team work (employing IT) – 15 hrs.

Individual work (*preparation for lectures, seminars, case-study analyses, independent studying of literature, preparation for an oral group work presentation, colloquium and examination*) – 100 hrs.

Structure of cumulative score and value of its constituent parts

Colloquium – 25%.

Seminar tasks – 10%.

Independent group work (*intended for the preparation of a group work and its oral presentation*) – 15%.

Examination – 50 %.

Recommended reference materials

No.	Publication year	Authors of publication and title	Publishing house	Number of copies in	
				University library	Self-study rooms
Basic materials					
1.	2006	Bakanauskas, A. <i>Vartotojų elgsena. Mokomoji knyga.</i>	VDU leidykla	9	1
2.	2011 2010 2006	Belk, Russell W. <i>In: Research in Consumer Behavior</i>	Bingley, U.K. : Emerald. Elsevier JAI	EBSCO e-book collection	
Supplementary materials					
1.	2010	Noel, Hayden. <i>Consumer behavior</i>	Lausanne, Switzerland : AVA Academia.	EBSCO e-book collection	
2.	2009	Solomon, Michael R. <i>Consumer behavior : buying, having, and being.</i>	Pearson Prentice Hall	1	-
3.	2010	Hoyer, Wayne, Deborah J. McInnis D. <i>Consumer behavior.</i>	South-Western Cengage Learning	1	-

Course description designed by

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