

## SYLLABUS

Subject	Science Category	Faculty	Department
Consumer Behavior	03S	Faculty of Economics and Business Administration	Marketing

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
7	175	10	165

### Annotation

The aim of the course „Consumer Behavior“ is to assist a doctoral student to inquire into the essence of the key consumer behavior theories and scientific articles and monographs that critically review the current specific aspect of consumer behavior and provide insights on how relevant research should be developed in the future. In addition, a doctoral student is introduced to a critique of the traditional consumer behavior research. The course not only helps accumulating knowledge on the consumer behavior and related sciences, but also develops analytical skills and abilities of abstract thinking.

### Key topics:

1. Evolution of consumer behavior theories and models
  - 1.1. Evolution of consumer behavior theories / schools of consumer behavior thought
  - 1.2. Key models explaining consumer behavior
  - 1.3. Newest theoretical directions and trends in consumer behavior
2. Classical and neoclassical theories of consumer behavior
3. External and situational factors determining consumer behavior and their influence on marketing
4. Internal consumer behavior factors and their impact on marketing
  - 4.1. Knowledge and usage of psychographic characteristics in marketing activities
  - 4.2. Emotions and their impact on marketing
  - 4.3. Consumer motives and their impact on marketing actions
  - 4.4. Anthropomorphism and its impact on marketing actions
  - 4.5. Consumer morality factors and their impact on marketing actions
5. Consumer purchasing decision process
6. Consumer behavior research methods

### Study methods:

#### **1. Analysis of required and additionally recommended sources (consultations and individual work).**

Consultations help to discuss key groups of the recommended sources and topics, to outline the role of them in the development of consumer behavior thought and in regards to other theoretical concepts. Consulting also helps to link the materials of this course with the individual topics of work of each doctoral student and to assist in finding the ways and directions of further independent search of additional literature.

#### **2. Reflective critique of the main research methods of consumer behavior (report preparation) (thematic consultations and independent work).**

The aim of the report is to deepen the knowledge of a doctoral student on the methods of in-depth research of consumer behavior and the main errors and assumptions that determine the possible inaccuracies of the results. In the report, a doctoral student should reveal knowledge about the main research methods of consumer behavior, their application possibilities and

assumptions, newly applied research methods in order to gain the deepest possible understanding of consumer behavior thus demonstrating a doctoral student's independent research skills.

A doctoral student needs to analyse in detail 2-3 research methods that are relevant to study consumer behavior. It is desirable that at least some of the consumer behavior research methods discussed in the report would be related to the dissertation topic chosen by a doctoral student and the research planned to be conducted. The list of analysed sources has to be significantly broadened beyond the list of sources that are recommended for this course. This would develop and disclose skills and abilities of a student in searching and using relevant sources of literature. The length of the report is up to 10 pages (Times New Roman 12, 1,5 spacing).

The final grade is made up from:

- Answering to questions of the Exam Committee and scientific discussion 70%
- Quality of the report and scientific discussion on the analysed issues 30%.

**Required reading**

1. Rajagopal (2018). Consumer behavior theories: convergence of divergent perspectives with applications to marketing and management. Business Expert Press. 198 p.
2. Bray, J. (2008). Consumer behaviour theory: approaches and models. Internetinė nuoroda: [http://eprints.bournemouth.ac.uk/10107/1/Consumer\\_Behaviour\\_Theory\\_-\\_Approaches\\_&\\_Models.pdf](http://eprints.bournemouth.ac.uk/10107/1/Consumer_Behaviour_Theory_-_Approaches_&_Models.pdf)
3. Ariely, D. (2010). Predictably irrational: revised and expanded edition: the hidden forces that shape our decisions. Harpercollins. 384 p.
4. Jansson-Boyd, C. V., & Zawisza, M. J. (Eds.) (2017). Routledge International Handbook of Consumer Psychology. London and New York: Taylor & Francis. 729 p.
5. Epley, N., Waytz, A., Cacioppo, J.T. (2007). On Seeing Human: A Three-Factor Theory of Anthropomorphism, in: Psychological Review, Vol. 114, No. 4, p. 864-886.
6. Selection of articles on the course topics (provided during the course).

**Reccomended reading**

1. Wells, V., Foxall, G. R. (2013). Handbook of Developments in Consumer Behaviour. Edward Elgar Publishing. 624 p.
2. Chaudhuri, A. (2006). Emotion and Reason in Consumer Behaviour. Oxford: Butterworth-Heinemann. 165 p.
3. Additional list of articles (provided during the course).

Consulting Professors	Degree	Key publications during the last 5 year
Karina Adomavičiūtė	Doc. Dr.	Dikcius, V., Urbonavicius, S., Adomaviciute, K., Degutis, M., & Zimaitis, I. (2021). Learning Marketing Online: The Role of Social Interactions and Gamification Rewards. Journal of Marketing Education, 43(2), 159-173. Dagyte-Kavoliune, G., Adomaviciute, K., & Urbonavicius, S. (2020). The impact of brand and social cause prominence dimensions of fit on consumer intentions to buy cause-related products. EuroMed Journal of Business, Vol. ahead-of-print No. ahead-of-print Urbonavicius S., Dikcius V., Adomaviciute K., Urbonavicius I. (2019). Movie piracy: how novelty seeking related to illegal downloading. Euromed Journal of Business, Vol. 14, No. 1, p. 21-30. Urbonavicius, S., Adomaviciute, K., Urbutyte, I., & Cherian, J. (2019). Donation to charity and purchase of cause-related products: The influence of existential guilt

		<p>and experience. <i>Journal of Consumer Behaviour</i>, 18(2), 89-96.</p> <p>Adomaviciute K., Bzikadze G., Cherian J., Urbonavičius S. (2016). Cause-related marketing as a commercially and socially oriented activity: what factors influence and moderate the purchasing? <i>Engineering Economics</i>, Vol. 27, No. 5, p. 578-585.</p>
Sigitas Urbonavičius	Prof. Dr.	<p>Urbonavicius, S., Degutis, M., Zimaitis, I., Kaduskeviciute, V., &amp; Skare, V. (2021). From social networking to willingness to disclose personal data when shopping online: Modelling in the context of social exchange theory. <i>Journal of Business Research</i>, 136, 76-85.</p> <p>Urbonavicius, S. (2021). Chernobyl: Analysis of Young Travellers' Motivations to Visit a Unique Dark Tourism Destination. <i>Tourism: An International Interdisciplinary Journal</i>, 69(1), 127-139.</p> <p>Dikcius, V., Urbonavicius, S., Adomaviciute, K., Degutis, M., &amp; Zimaitis, I. (2021). Learning Marketing Online: The Role of Social Interactions and Gamification Rewards. <i>Journal of Marketing Education</i>, 43(2), 159-173.</p> <p>Zimaitis, I., Degutis, M., &amp; Urbonavicius, S. (2020). Social Media Use and Paranoia: Factors That Matter in Online Shopping. <i>Sustainability</i>, 12(3), 904.</p> <p>Urbonavicius, S., Adomaviciute, K., Urbutyte, I., &amp; Cherian, J. (2019). Donation to charity and purchase of cause-related products: The influence of existential guilt and experience. <i>Journal of Consumer Behaviour</i>, 18(2), 89-96.</p>
Vytautas Dikčius	Prof. Dr.	<p>Dikcius, V., Urbonavicius, S., Adomaviciute, K., Degutis, M., &amp; Zimaitis, I. (2021). Learning Marketing Online: The Role of Social Interactions and Gamification Rewards. <i>Journal of Marketing Education</i>, 43(2), 159-173.</p> <p>Dikcius, V., Urbonavicius, S., Pakalniskiene, V., &amp; Pikturniene, I. (2020). Children's influence on parental purchase decisions: Scale development and validation. <i>International Journal of Market Research</i>, 62(4), 449-467.</p> <p>Urbonavicius, S., Dikcius, V., Adomaviciute, K., &amp; Urbonavicius, I. (2019). Movie piracy: how novelty-seeking relates to illegal downloading. <i>EuroMed Journal of Business</i>.</p> <p>Dikčius, V., Pikturnienė, I., Šeimienė, E., Pakalniškienė, V., Kavaliauskė, M., &amp; Reardon, J. (2019). Who convinces whom? Parent and child perceptions of children's engagement in parental purchase decisions. <i>Journal of Promotion Management</i>, 25(2), 252-269.</p> <p>Dikcius, V., Seimiene, E., &amp; Casas, R. (2018). Brand Personality Scale: is It Applicable for a Small Emerging Country? <i>Organizations and Markets in Emerging Economies</i>, 9(2), 324-341.</p>

Approved: