



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Consumer behavior	

Lecturer(s)	Department(s) where the course unit (module) is delivered
Lect. Indrė Razbadauskaitė-Venskė	Business School, Saulėtekio al. 22, Vilnius

Study cycle	Type of the course unit (module)
Second	Compulsory

Mode of delivery	Period when the course unit (module) is delivered	Language(s) of instruction
Face-to face / virtual	Autumn	English

Requirements for students	
Prerequisites: Basics of Marketing	Additional requirements (if any): Management Marketing research

Course (module) volume in credits	Total student's workload	Contact hours	Self-study hours
5	130	32	98

Purpose of the course unit (module): programme competences to be developed		
Technological advancement and digitalization connect with changes that influence various marketing decisions and activities. This module aims to analyze the traditional decision-making process and compare it with the e-customer behavior decision-making process. As well as investigate external and internal factors that influence customer decisions and behavior particularly on the internet.		
Learning outcomes of the course unit (module)	Teaching and learning methods	Assessment methods
1. Will be able to identify external and internal factors of consumer behavior and their impact on consumer decision making on the Internet.	Lectures, practical tasks.	Cumulative assessment Exam
2. Will be able to analyze e-consumer decision making process and find marketing decisions for e-commerce or digital marketing communication.	Lectures, practical tasks.	Cumulative assessment Exam
3. Will be able to identify the main consumer behavior changes and adopt them to the marketing decisions.	Lectures, practical tasks.	Cumulative assessment
4. Will be able to prepare consumer behavior research methodology, to collect the data, to analyze it and to make marketing or management decisions focusing on them.	Lectures, practical tasks.	Cumulative assessment Exam

5. Will be able to present the consumer behavior research results for the audience and to discuss marketing or management decisions focusing on them.	Lectures, practical tasks.	Practical task assessment Exam
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Content: breakdown of the topics	Contact hours							Self-study work: time and assignments	
	Lectures	Tutorials	Seminars	Exercises	Laboratory work	Internship/work	Contact hours	Self-study hours	Assignments
1. Introduction to the principles of consumer behavior. Fundamentals of offline vs. online consumer behavior 1.1.An integrated framework for studying online consumer behavior: online consumer purchase intention, adoption, and continuance. 1.2.A comparison of online and offline consumer behavior. 1.3.Introduction to research methods.	4						2	8	Practical situation analysis, discussion. To prepare the consumer behavior research methodology.
2. The Internet and its effect on consumer decision making 2.1.Hyper choice + choice paralysis. 2.2.Cognitive decision making. 2.3.Habitual decision-making. 2.4.Collective decision-making. 2.5.Constraining factors in consumer decision-making: time, information, degree of choice, cognitive capacity. 2.6. Rational vs. irrational decision making on Internet	4						4	10	To find the most appropriate emotional stimulus that can influence the decision process of online customers.
3. Sensation and perception + learning and memory 3.1. Hedonic consumption and sensory marketing. 3.2. Stages in the perception: exposure, attention, interpretation. 3.3. Learning: behavioral learning and cognitive learning theories. 3.4 Gamification: the new frontier for learning applications. 3.5. Memory: how our brains encode information.	4						6	15	Practical situation analysis, discussion.

4. Introduction to neuromarketing 4.1 Neuromarketing myths and ethical concerns. 4.2. Brain reward systems. 4.3. Application of neuromarketing tools to marketing. Seminar: Neuromarketing tool (eye-tracker) research investigating the impact of visual stimulus (online)	4		4				10	20	Practical situation analysis, discussion. To prepare the consumer behavior research methodology.
5. The effects of social media marketing on online Consumer Behavior 5.1. Social-psychological roles of consumers in the developmental processes of online consumption communities. 5.2. Online social networks and brand communities. 5.3. E-word of mouth: referable, consumer-generated information on the internet.	4		2				4	20	Practical situation analysis, discussion.
6. Effect of online advertising on e-consumer behavior 6.1. Effects of visual consistency on web site identity and product attitude. 6.2. Factors affecting click-through rate. Seminar: finding the best ways to combine online and offline shopping features	2		2				4	15	To analyze the visual stimulus of web sites that have the most effect on customer behavior.
7. Online product/service customization 7.1. Online product customization: factors investigating the product and process. 7.2. Marketing to individual consumers online: the influence of perceived control, privacy, trust, ethics.	2						2	10	To analyze the e-customer decision process and to find opportunities for product/service customization.
Total:	24		8		2		32	98	

Assessment strategy	Weight, %	Deadline	Assessment criteria
Team project: creative - analytical task	40	In the end of study module	Team creative – analytical task is performed in groups of 3-4 students. Detailed work requirements are presented in the virtual learning platform (emokymai.vu.lt/en) in the course “Consumer Behavior on the Internet.” Criteria for evaluating the creative-analytical task: 1. Completeness of consumer behavior research, validity, and relevance of the chosen research methodology – 40%. 2. Creative solutions of e-marketing communication – 25%. 3. Completeness of consumer behavior decision making model – 15% 4. Teamwork, visible clear involvement of each team member – 10%

			5. Smooth, clear presentation of task- 10%.
Exam	60	Exam session	<p>Combination of closed-end and open-end questions. Practical tasks will be included.</p> <p>The final assessment of a student's knowledge is the percentage of test, group project and exam assessments. A 10-point scale is applied to the assessment:</p> <p>90-100% or 10 (excellent); 80-90% or 9 (very good); 70-80% or 8 (good); 60-70% or 7 (average); 50-60% or 6 (low than average); 45-50% or 5 (weak). Less than 45 percent. (unsatisfactory) when minimum requirements: 4, 3, 2, 1.</p>

Author	Year of publication	Title	Issue of a periodical or volume of a publication	Publishing place and house or web link
Compulsory reading				
Martiskova P., Svec R.	2019	Digital Era and Consumer Behavior on the Internet	978-3-030-27014-8	https://link.springer.com/chapter/10.1007/978-3-030-27015-5_12
Zhang, T., Wang, W.Y.C., Cao, L., Wang, Y.	2019	The role of virtual try-on technology in online purchase decision from consumers' aspect		https://www.emerald.com/insight/content/doi/10.1108/IntR-12-2017-0540/full/html
M.R. Solomon	2018	Consumer Behavior: Buying, Having and Being		Pearson
P. Kotler	2017	Consumer Neuroscience		The Mit press
Additional literature				
Elliott, D., Spence, E.H.	2018	Ethics for a Digital Era.	9781118968901	https://books.google.lt/books?hl=lt&lr=&id=dTg1DwAAQBAJ&oi=fnd&pg=PA8&ots=6Ohjv6VT&sig=woJmzwpsCdZdo2yaxJXbavOt08s&redir_esc=y#v=onepage&q&f=false
Bietz, M.J., Cheung, C., Rubanovich, C.K., Schairer, C., Bloss, C.S.	2019	Privacy perceptions and norms in youth and adults		https://psycnet.apa.org/record/2019-12705-009

Kotler P., Keller K.L. M	2016	Marketing Management	15th	Upper Saddle River, New Jersey: Pearson Education,
Ronald S. Fehribach	2014	Going Below the Water's Edge: Past Lives, Reincarnation, Inner Self		Author House
Solomon, M., Bamossy, G., Askegaard, S., &Hoog, M. K.	2013	Consumer Behaviour: an European Perspective.		Harlow: Pearson Education Limited.
Pikturnienė I., Kurtinaitienė J.	2010	Vartotojų elgsena: teorija ir praktika	9789955335931	Vilniaus Universiteto leidykla
Catchrine Jannson - Boyd	2010	Consumer psychology		Open University Press