COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Consumer behavior in Internet	

Lecturer(s)	Department(s) where the course unit (module) is delivered
Indrė Radavičienė	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	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		
Living in the digital era is connected with changes that logically influence various marketing decisions. The module aim is to formulize the understanding of e-customer behavior decision making process and to analyze external and internal factors that influence customer decisions and behavior in internet.		
Learning outcomes of the course unit (module)	**Teaching and learning methods**	**Assessment methods**
1. To be able to identify external and internal factors of consumer behavior and their impact on consumer decision making in Internet.	Lectures, practical tasks.	Cumulative assessment Exam
2. To 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. To be able to identify the main consumer behavior changes and adopt them to the marketing decisions.	Lectures, practical tasks.	Cumulative assessment
4. To be able to prepare consumer behavior research methodology, to collect the data, to analyze them and to make marketing or management decision focusing on them.	Lectures, practical tasks.	Cumulative assessment Exam
6. To be able to present the consumer behavior research results for audience and to discuss about marketing or management decisions	Lectures, practical tasks.	Practical task assessment Exam

focusing on them.

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. Background of online consumer behavior. 1.1. An integrated framework for the study of online consumer behavior: online consumer purchase intention, adoption and continuance. 1.2. A comparison of online and offline consumer behavior. Multi-channel consumer behavior.	4						4	10	*Practical situation analysis, discussion.*
2. The Effects of Social Media Marketing on Online Consumer Behavior. 2.1. Social-psychological roles of consumer in the developmental processes of online consumption communities 2.2. E-word of mouth: referable, consumer-generated information on the internet	4						4	15	*Practical situation analysis, discussion.*
3. Web-based consumer behavior research. Seminar: Experiential Ecommerce: a summary of research investigating the impact of virtual experience on consumer learning	2		2				4	15	*To prepare the consumer behavior research methodology.*
4. Effect of online advertising on e-consumer behavior 4.1. Banner ads effect on brand choice without click-through 4.2. Factors affecting click-through rate 4.3. Exploring consumer response to "advergaming" going mobile: marketing and advertising on wireless	4						4	18	*Practical situation analysis, discussion.*
5. Online product/service customization 5.1. Online product customization: factors investigating the product and process 5.2. Marketing to individual consumers online: the influence of perceived control 5.3. Culture and attitudes toward the online consumer behavior Seminar: Processes of preference construction in agent-assisted online shopping	4		2				8	20	*To analyze the e-customer decision process and to find opportunities for product/service customization.*
6. Effects of visual consistency on web site identity and product attitude Seminar: The Effect of Site Design and Interattribute Correlations on Interactive Web-Based Decisions	2		2				10	20	*To analyze the visual stimulus of web sites that have most effect on customer behavior.*
7. The internet and its effect on consumer decision making 7.1. Constraining factors in consumer decision	4		2						*To find the most appropriate emotional stimulus*

making: time, information, degree of choice, cognitive capacity. 7.2. Rational vs. irrational decision making in Internet Seminar: finding the best ways to combine online and offline shopping features										*that can influence the decision process of online customer.*
Iš viso:	24		8					**32**	**98**	

Assessment strategy	Weight, %	Deadline	Assessment criteria
Team creative - analytical task	40	In the end of study module	Team creative – analytical task is performed in groups of 3-4 student. Detailed work requirements are presented in the virtual learning platform (emokymai.vu.lt/en) in the course "Consumer Behavior in the Internet". Criteria for evaluating the creative-analytical task: 1. Completeness of consumer behavior research, validity and relevance of the chosen research methodology - 40 percent. 2. Creative solutions of e-marketing communication - 25 percent. 3.Completeness of consumer behavior decision making model - 15 percent. 4. Team work, visible clear involvement of each team member - 10 percent. 5. Smooth, clear, ethical presentation of task- 10%.
Exam	60	Exam session	There are 30 closed questions for the exam, each with a value of 1 point. 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: 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.

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*

Babin/Harris	2016	Consumer behavior	7 leidimo tomas	Cengage Learning
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=_6Ohjv6VTT&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	15 leidimo tomas	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