

## CONSUMER BEHAVIOUR

**Study subject code: 016176**

- Abstract:** The aim of the study subject is to acknowledge students about importance of consumer behaviour in the marketing studies. After graduating course, students will be able to recognize and apply methods and instruments that make influence and attracts attention of consumer. Students will learn how to understand consumers and their attitude to products and they will understand the change possibility of consumer's attitude.

### 2. Volume in credits and hours:

Volume in credits	Lectures	Practical work, (classes, seminars) hours	Tutorials, hours	Self-study, hours	Total hours	Assessment
3	8	16	4	52	80	Case analysis (project)

### 3. Study subject topics:

No	Course content: the topics	Contact work hours			Self-study	Total hours of academic load
		Lectures	Practical work (classes and seminars)	Tutorials		
1	Consumers and their perception	1	2		5	8
2	Consumer learning and memory	1	2		5	8
3	Consumer motivation and values	1	2		5	8
4	Consumer personality and lifestyle	1	2		5	8
5	Consumer attitude. Change and intercommunication of consumer attitude	1	2		5	8
6	Individual consumer's choice. Purchasing and consuming	1	2		5	8
7	Group influence and leadership	1	2		5	8
8	Organisational and family decision-making	1	2		5	8
	Project (practical task)			4	12	16
	<b>Total:</b>	<b>8</b>	<b>16</b>	<b>4</b>	<b>52</b>	<b>80</b>

### 4. Topics of practical-laboratory group work:

- Colours and signs in the adverts.
- Nostalgia in the adverts.
- Motivation conflicts of consumer in the adverts.
- Consumer values and the Self.
- Famous people in the advert – why?
- Hidden information in the advert.

**5. Self-study assignment:** project (practical task).

**6. Assessment system of the learning achievements – summative assessment:**

Educational Institution: **KAUNO KOLEGIJA, University of Applied Sciences**  
Study programme: **Logistics**

Assessment criteria			
Mid-semester test		Project (practical task)	
%	Grade/points	%	Grade/points
50	5.0	50	5.0
Total: 100% = 10 points (final grade)			

**7. Language of instruction:** English

**Lecturer coordinating the subject**

Assoc. Prof. Dr. Laima Jesevičiūtė-Ufartienė