



CONSUMER BEHAVIOUR

Credit points	3 CP		
Duration of the course	6th semester		
Study course annotation	The study course examines consumer behavior to determine needs and wants, as well as the environment for observing behavior and consumer satisfaction.		
Aim of the study course	introduce students to concepts related to consumer behavior developed in economics, psychology and sociology. As part of the study course, the student must be able to interpret and draw conclusions from marketing activities and interaction with the consumer, so that the newly acquired knowledge can be used to achieve the organization's goals		
Study course results	Knowledge	Skills	Competences
	1. Able to interpret the interaction process of consumer behavior and marketing strategies in the market. 2. Able to classify consumers into groups according to their common factors influencing behavior.	1. Able to analyze consumer behavior trends and integrate them into the company's marketing activities. 2. Able to analyze the purchase decision-making process and the factors affecting it. 3. Able to predict consumer reaction to marketing activities.	1. Able to systematize factors affecting consumer behavior. 2. Able to assess consumer habits in different regions.
Study course content	Topics		
	1	Theory of consumer behavior. Basic concepts and definitions	
	2	The role and importance of consumer behavior in marketing management and everyday life	
	3	Psychological influence on consumer behavior and decisions	
	4	Application of consumer behavior concepts in marketing management	
	5	Consumer habits and their differences in different countries	
	6	Ethical considerations and legal factors related to the acquisition of consumer information	
Form of assessment:	Differentiated written assessment		
Obligatory literature:	<ol style="list-style-type: none"> How to attract and retain a buyer. Monograph / Iveta Liniņa. - University of Business Turība, 2018. - 187 pages. Consumer Behavior / Jim Blythe. - 2nd ed. - SAGE Publications Ltd, 2013. - 450, [22] p.: fig. 		
Additional reading:	<ol style="list-style-type: none"> Hahn RD, Bus RJ Understanding Collaborative Consumption: An Extension of the Theory of Planned Behavior with Value-Based Personal Norms, Journal of Business Ethics, Volume 158, Issue 3, 2019, pp 679-697 Maison D. Spending Money: Pleasure or Pain? Why Some People Spend Money Easily While Others Have a Problem with It? The Psychology of Financial Consumer Behavior pp 73-103, 2018 Malkoc SA, Zaubermaier G. Psychological analysis of consumer intertemporal decisions, Consumer Psychology Review, Volume 2, Issue 1, 2018 		
Changes and additions to the program and literature list are possible during the study process			