

BUNIN YELETS STATE UNIVERSITY

THE DISCIPLINE'S WORK PROGRAM **B1.V.01.01 Basics of consumer behaviour**

Course of study: 38.03.02 Management

Orientation (profile): Organization management and logistics

Qualification (degree): Bachelor's degree

Form of study: full-time

Institute: Economics, Management and service technologies

Department of Economics and Management named after N.G. Nechaev

	full-time form	full-time and part -time education	correspondence form
Course	1		
Semester/trimester	1		
Lectures	36		
Laboratory classes	-		
Practical (seminar) classes	36		
including practical training	-		
Interim assessment form(s)	Exam 0,3		
Control	9		
Other forms of work	-		
Independent work	134,7		

Total hours: 216

Labor intensity: 6 credits

Developer of the work program:

Candidate of Economic Sciences, senior lecturer

P.V. Pankin

I. ORGANIZATIONAL AND METHODOLOGICAL SECTION

The purpose of studying the discipline is to acquire theoretical knowledge and practical skills on modern concepts, approaches and methods of managing consumer behavior in the market of goods, services, ideas in the context of globalization.

Objectives of the discipline study:

- - formation of knowledge for the organization and implementation of consumer behavior research activities;
- - formation of skills to identify the needs of customers and marketing communication techniques that affect the formation of the needs of buyers;
- mastering the methods of collecting, processing and analyzing information in the course of scientific, including marketing research on consumer behavior.

The place of the discipline in the structure of the OPOP: it is implemented within the framework of the part formed by the participants in educational relations.

Planned learning outcomes in the discipline:

Competence code	Indicators of competence achievement	Planned learning outcomes in the discipline
UC-6	To know: their resources and their limits (personal, psychophysiological, situational, temporary, etc.) for the successful performance of the assigned work.	Knows: - methods of structuring common needs; models of consumer behavior and factors influencing it; - managerial and behavioral theories to the extent necessary for successful professional activity.
	Be able to: plan long-term business goals, taking into account conditions, means, personal capabilities, career growth prospects, time prospects for business development and labor market requirements; Critically evaluate the effectiveness of using time and other resources when solving tasks, as well as regarding the result obtained	Can: to determine the structure of satisfied and unsatisfied consumer needs; critically evaluate the effectiveness of using time and other resources in solving tasks, as well as the results obtained.
	Own: – the skills to realize the intended purpose of the activity, taking into account the conditions, means, personal capabilities, stages of career growth, the time perspective of the development of the activity and the requirements of the labor market; skills of using the provided opportunities to acquire new knowledge and skills.	Possesses: - - skills in applying various quantitative and qualitative methods of consumer behavior research in accordance with the purpose and objectives of the study; the skills of using the opportunities provided to acquire new knowledge and skills.
UC-11	To know:	Knows:

	<ul style="list-style-type: none"> – current legal norms that ensure the fight against corruption in various areas of life, as well as ways to prevent corruption and create an intolerant attitude towards it. 	<ul style="list-style-type: none"> - the sequence of analysis of market development opportunities; - modern concepts, approaches, and methods of managing consumer behavior in the market of goods, services, and ideas.
	Be able to: <ul style="list-style-type: none"> - plan, organize and carry out activities that ensure the formation of a civic position and the prevention of corruption in society. 	Can: <ul style="list-style-type: none"> identify factors influencing changes in requests and preferences and consumer behavior in the market as a whole; - identify the causes of unmet needs; to model purchasing behavior, leading the consumer to make a purchase decision.
	Own: <ul style="list-style-type: none"> - rules of public interaction based on an intolerant attitude towards corruption. 	Possesses: <ul style="list-style-type: none"> - information retrieval skills; - skills of forming a solution to the problem.
PCS -1	To know: <ul style="list-style-type: none"> – typical methods and methods of performing professional tasks in the field of production planning and organization; <p>fundamentals of using modern management approaches.</p>	Knows: <ul style="list-style-type: none"> - basic approaches to understanding consumer behavior and the dynamics of their development; - basic methods and tools of strategic analysis, including qualitative and quantitative methods of consumer research, needs analysis, and motivation of target segments
	Be able to: <ul style="list-style-type: none"> – to apply in practice methods and methods of solving problems in the field of planning, organization of production using modern management approaches; <p>to use modern management approaches in solving professional tasks in various fields of economic activity.</p>	Can: <ul style="list-style-type: none"> analyze and interpret data from domestic and foreign statistics on socio-economic processes and phenomena, identify patterns of change in socio-economic indicators; - choose the tools for information processing in accordance with the task, analyze the results of calculations and substantiate the conclusions
	Own: <ul style="list-style-type: none"> - skills in applying standard methods and methods of performing professional tasks in the field of planning, production organization, and modern management. 	Owns: <ul style="list-style-type: none"> - teamwork; analysis of statistical data, calculations, and research results to develop solutions necessary for the initiation and planning of a project in the field of creative industries.

II. CONTENT AND SCOPE OF THE DISCIPLINE

indicating the number of hours allocated for students' contact work

with a teacher (by type of training) and for independent work

Full-time education

№ п/п	Naming of sections and topics	Total	Classroom classes			Independent work
			ЛК	ПЗ	ЛБ	
	Section 1. The essence and characteristics of consumer behavior	44	8	8		28
1	Topic 1. Theoretical foundations of consumer behavior	22	4	4		14
2	Topic 2. Consumer preferences in consumption	22	4	4		14
	Section 2. Shaping consumer decision-making	66	12	12		42
3	Topic 3. The consumer's decision-making process	22	4	4		14
4	Topic 4. Models of consumer behavior	22	4	4		14
5	Topic 5. Customer satisfaction in the process of their behavior	22	4	4		14
	Section 3. Impact on consumer behavior	96,7	16	16		64,7
6	Topic 6. Internal factors	24	4	4		16
7	Topic 7. The influence of the external environment	24	4	4		16
8	Topic 8. Consumer education process	24	4	4		16
9	Topic 9. Consumer behavior management	24,7	4	4		16,7
10	<i>Control</i>	9				
11	<i>Exam</i>	0,3				
12	<i>Total for the 6th semester</i>					
13	including practical training	4	2	2		
	total:	216	36	36		134,7

Full-time and part-time education (not implemented)

Correspondence education (not implemented)

III. EVALUATION MATERIALS FOR THE CURRENT AND INTERMEDIATE CERTIFICATION OF STUDENTS IN THE DISCIPLINE

The current certification is conducted in the form of a test.

A typical test version

1. What is the name of the psychological phenomenon when a consumer mentally puts himself in the place of the portrayed character and wants to be like him?

- 1) infection;
- 2) extraversion;
- 3) identification;
- 4) suggestion.

2. The most cheerful color combinations in advertising:

- 1) Red on blue;
- 2) Yellow on white;
- 3) Green on yellow;
- 4) Purple on blue;
- 5) White on green.

3. The advertising text inside is best perceived.:

- 1) a square;
- 2) circles;
- 3) ellipses.

4. The content of the advertising message includes (select the appropriate one):

- 1) Theme and idea;
- 2) Slogan (logo);
- 3) The headline;
- 4) main text;
- 5) captions under the illustrations.

5. Which of the listed components (sides) of the consumer's personality is considered the main one in its structure?

- 1) temperament;
- 2) abilities;
- 3) Focus;
- 4) strong-willed qualities;
- 5) emotions;
- 6) motivation.

6. Which of the listed research methods is the main method in the psychology of advertising?

- 1) analysis of business products;
- 2) deduction;
- 3) Surveillance;
- 4) conversation;
- 5) Induction;
- 6) experiment.

7. What type of temperament is characterized by such qualities as calmness and slowness?

- 1) choleric;
- 2) phlegmatics;
- 3) sanguine;
- 4) melancholy;

5) all types of temperament have them.

8. Attracts a lot of attention and is more liked by consumers:

- 1) Colorful photos of the promotional product;
- 2) colorful drawings of the promotional product;
- 3) I like photos and drawings equally.

9. Determine the essence of the communicative and informational component of communication between the consumer and the advertising agent:

- 1) the process of people's perception and understanding of each other;
- 2) the impact of behavior;
- 3) decryption of information;
- 4) receiving and transmitting messages;
- 5) mental activity.

10. Conditional communication in the process of advertising activities includes:

- 1) exchange of communication products;
- 2) the transmission of certain motives, attitudes;
- 3) the influence of people on each other;
- 4) various types of cognitive activity;
- 5) transfer of readiness for action.

The intermediate certification of students is carried out in the form of an exam using the following assessment materials: a list of exam questions.

Exam questions
(1 semester, full-time education)

1. The concept of consumer behavior
2. Classification of consumers
3. The main incentives for consumer behavior. Consumer value system
4. Consumption style
5. Consumer behavior as a science and activity
6. Consumer-oriented marketing concepts
7. Consumer preferences and the utility function
8. Graphical analysis of consumer preferences. Budget limitation
9. Optimal consumer choice and consumer balance. Income effect and substitution effect
10. Types of consumer decision-making processes and cognitive dissonance
11. Stages of the consumer's decision-making process
12. Risks in the consumer's decision-making process
13. The degree of consumer involvement in the decision-making process
14. The essence and approaches to modeling consumer behavior
15. General classification of consumer behavior patterns

16. Classification and characterization of models according to the dominant factors of consumer behavior
17. Psychographic models of consumer research
18. Modeling of customer decision-making processes
19. Customer satisfaction
20. Features of making purchasing decisions in relation to new products
21. The influence of personal factors
22. Psychological factors
23. Consumer resources
24. Psychological types of consumers
25. Cultural factors
26. Social factors
27. Consumer education and approaches to understanding it
28. Consumer education methods
29. The role of advertising in the learning process
30. Goals and forms of advertising communication
31. Principles of forming a correct understanding of consumer behavior
32. Implementation of consumer behavior Management

IV. THE LIST OF LITERATURE NECESSARY FOR MASTERING THE DISCIPLINE

4.1. Basic literature

1. Gavrilenko N. I. Consumer behavior : a textbook : [16+] / N. I. Gavrilenko. – Moscow : Direct-Media, 2022. – 132 p. : table. – Access mode: by subscription. – URL: <https://biblioclub.ru/index.php?page=book&id=692942> (date of request: 11/09/2024). (date of request: 04/20/2024)

4.2. Additional literature

1. Baddeley M. Behavioral economics : a very brief introduction / M. Baddeley ; under the scientific editorship of M. I. Levin ; trans. translated from English by N. V. Shilova; translated from English by I. M. Ageeva; Russian Presidential Academy of National Economy and Public Administration (RANEPA). Moscow : De-lo, 2022. 208 p. (Very brief introduction). – Access mode: by subscription. – URL: <https://biblioclub.ru/index.php?page=book&id=698656> (date of conversion: 04/20/2024).
2. Glaveva, A. Consumer Guide : textbook: [16+] / I. A. Glaveva ; Volga State Technological University. Yoshkar-Ola : Volga State Technological University, 2017. 128 p. : tables, diagrams. - Access mode: by subscription. - URL: <https://biblioclub.ru/index.php?page=book&id=483710> (date of access: 04/20/2024).

V. THE LIST OF RESOURCES OF THE INTERNET INFORMATION AND TELE- COMMUNICATION NETWORK NECESSARY FOR MASTERING THE DISCI- PLINE

№ пп	Link to an information resource	The name of the development in electronic form	Availability
1.	http://innovation.gov.ru/	Innovation in Russia website	Free access
2.	www.garant.ru	Information and legal portal	Free access
3.	www.consultant.ru	Russian computer Legal Reference System	Free access

VI. MODERN PROFESSIONAL DATABASES AND INFORMATION REFERENCE SYSTEMS

1.	http://www.biblioclub.ru	Electronic Library System (EBS) University Library Online	Registration via any university computer. In the future, unlimited individual access is provided from any point where Internet access is available.
2.	http://www.e.lanbook.com	The Electronic Library System (EBS) of the Lan Publishing House	Free access
3.	НЭБ.рф	National Electronic Library	Access is provided only within the framework of an organized electronic reading room from terminals installed on the territory. IGU Scientific Library (28 Kommunarov St.): reading room, room 305 b; YSU Electronic Information Center, room 406 a

VII. LICENSED AND FREELY DISTRIBUTED SOFTWARE

The following licensed and freely distributed software is used in the implementation of the academic discipline:

- Microsoft Windows;
- Microsoft Office;
- LibreOffice, etc.

VIII. EQUIPMENT AND TECHNICAL TRAINING FACILITIES NECESSARY FOR THE IMPLEMENTATION OF THE EDUCATIONAL PROCESS IN THE DIS- CIPLINE

Training sessions are held in classrooms equipped with specialized furniture, including stationary or portable technical training equipment (projector, screen, computer/laptop).

Independent work is carried out in classrooms equipped with computer technology with the ability to connect to the Internet and provide access to the electronic information and educational environment of the university.