|  |  |  |
| --- | --- | --- |
| **Subject name:** Consumer behaviour  | **subject code:** GGEFM2CBNE     | **weekly/semester hours:** 2Lc+2Pr+0lab  |
| **Credits:** 4 **Requirement:** exam   | **Pre-requirement:** -   |
| **Subject owner:** Dr. habil Mónika Garai-Fodor  | **Position:** associate professor  | **Faculty and Department name:** Keleti Károly Faculty of Business and Management Department of Marketing and Business Sciences  |
| ***Way of Assessments:*** two written exam, group project work and a presentation  |
| **Course description:**  |
| Theoretical approach to consumer behaviour, aspects of the classification of factors influencing consumer behaviour. Cultural factors influencing consumer behaviour. The components of culture and the specificities of its measurability. The relationship between culture and value. Macro- and micro-culture. Social factors influencing consumer behaviour: social structure and lifestyle. Lifestyle concepts. Group concepts and types. Family and household, the family life cycle, the role of the child in family decision-making. Role and status influence on consumer behaviour, symbolic consumption. Cognitive psychological factors influencing consumer behaviour: perception, learning. Activating factors: emotion, motivation. Stages and characteristics of the buying process.    |