


Name of the activity/ seminar/workshop	<b>CONSUMER BEHAVIOR THEORY AND PRACTICE</b>
Aim of the aid (activity)	To give a comprehensive image of the significance of consumer behavior, factors affecting the consumer.
Keywords	consumer, purchase, market, marketing decision
Time Frame	4x45 minutes
Target Group	High school students
Tools and aids (including online tools)	Online tools, videos
Annotation	<ul style="list-style-type: none"> <li>• In the framework of the subject, the students should get a comprehensive picture of the system and relationships of the factors influencing the customer decision, and the customer decision mechanism.</li> <li>• Students should learn about the categories of consumption and shopping, the main trends in consumer and customer behavior research, current consumer trends, and different models of customer behavior.</li> </ul>
<b>Methodology</b>  	<b>Theoretical outlook: Introduction to consumer behavior</b>  In this chapter you will get to know: <ul style="list-style-type: none"> <li>• the consumer market, with the concepts of consumer and customer</li> <li>• with the development of the scientific field of consumer behavior</li> <li>• the factors influencing consumer behavior and the consumer-buyer decision process</li> </ul>

## Theory



### Theoretical part - Factors influencing consumer behavior

- Customers decide whether to buy the product or not as a result of a multifaceted and differentiated decision-making process during the purchase. Only one part of the purchase decision process is "visible", the other part is unknown.

- **The purchase decision is influenced by two types of stimulus:**

Exogenous factors, Endogenous factors

[https://www.ted.com/talks/robert\\_waldinger\\_what\\_makes\\_a\\_good\\_life\\_lessons\\_from\\_the\\_longest\\_study\\_on\\_happiness?utm\\_source=tedcomshare&utm\\_medium=email&utm\\_campaign=tedsread](https://www.ted.com/talks/robert_waldinger_what_makes_a_good_life_lessons_from_the_longest_study_on_happiness?utm_source=tedcomshare&utm_medium=email&utm_campaign=tedsread)

## Practical exams

