

**FACULTY OF SOCIETY AND SCIENCE
STUDY COURSE DESCRIPTION**

Course Title:	Consumer behavior and customer needs				
Course code (LAIS):	<i>The course will be registered LAIS after receiving the accreditation</i>				
Study programme:	Tourism experience design and entrepreneurship				
Level of Study programme:	<input type="checkbox"/>	1st level professional higher education			
	<input checked="" type="checkbox"/>	Professional Bachelor			
	<input type="checkbox"/>	Professional Master			
	<input type="checkbox"/>	Academic Master			
	<input type="checkbox"/>	PhD level			
Type of Study programme:	<input checked="" type="checkbox"/>	Compulsory course (Part A)			
	<input type="checkbox"/>	Professional specialization courses (Part B, compulsory)			
	<input type="checkbox"/>	Professional specialization optional courses (Part B, optional)			
	<input type="checkbox"/>	Elective courses (Part C)			
Course Workload:	Credits	ECTS	Academic hours	Contact hours	Independent work hours
	full time studies:	4	6	160	64
	part-time studies:			20	140
Course Author/ Tutor:	Linda Veliverronena, Andris Klepers				
	Docent, PhD, As.prof., Dr.geogr				
	linda.veliverronena@va.lv ; andris.klepers@va.lv				
	Consultation: according to the schedule for each semester				
Study Form:	Full time studies/ part-time studies				
Study year, semester:	full time studies:	1 st year, 2 nd semester			
	part-time studies:	1 st year, 2 nd semester			
Language:	Latvian, English				
Prerequisites for the Course: (if necessary)	-				
Course Summary:	<p>The aim of the study course is to deepen the knowledge of consumer behavior and the diverse psychological, social and personal factors that influence individuals' decision-making regarding the purchase of products and services, especially in the field of recreation, tourism and other leisure activities. Attention will also be paid to culture and its diversity as an important factor influencing consumer behavior and training effective intercultural communication. Knowledge of consumer behavior and its research will be applied by practically using methods in consumer behavior research and identifying service offers suitable for target groups.</p>				
Assessment:	Exam				
Requirements for Credits:	<ul style="list-style-type: none"> - Study course group and individual works must be prepared and submitted and/or presented within the deadlines; (40% of the overall grade of the course) Individual and group works will be evaluated on a 10-point scale. - You must receive credits for attending seminars (10% of the overall grade of the course) If you have not received a credit for the seminar work, then you must do independent work; - Activity during the study course (10% of the total course grade) – participation in discussions, knowledge transfer (industry interest groups and participation in the discussion platform and other activities) - Tests on the learned course material must be completed online (10% of the overall course grade). Tests will be graded on a 10-point scale. - If the deadlines are not met, the rating will be lowered. - In order to get the right to take the final exam (30% of the total course grade), you must receive a successful assessment for all the work done within the study course - pass or grade not lower than 4 points; The final exam will be graded on a 10-point scale. The student gets the final grade if all tests are successfully completed and 				

	<p>individual/group works are submitted.</p> <p>Explanation of study course evaluations:</p> <p>excellent (10) – the student freely navigates the theoretical aspects of consumer behavior, understands the factors influencing behavior, is able to use knowledge in the analysis of practical activities, demonstrating clear logic and excellent analytical abilities in critically evaluating and independently learning a large amount of information. Demonstrated knowledge and skills exceed the course requirements. There are no problems with observing the requirements of academic ethics in the studies.</p> <p>excellent (9) – the student freely navigates the theoretical aspects of consumer behavior, understands the factors influencing behavior, is able to use knowledge in the analysis of practical activities, demonstrating logic and analytical abilities in critically evaluating and independently learning a large amount of information. There are no problems with observing the requirements of academic ethics in the studies.</p> <p>very good (8) – the student freely navigates the theoretical aspects of consumer behavior, understands the factors affecting behavior, is able to connect them with practical activities, however, in some issues, there is not a deep enough understanding to use the knowledge independently in solving more complex problems. There are no problems with observing the requirements of academic ethics in the studies.</p> <p>good (7) – the student freely navigates the theoretical aspects of consumer behavior, understands the factors affecting behavior, however, sometimes there is an inability to use the acquired knowledge independently, to perform an in-depth analysis; There are no problems with observing the requirements of academic ethics in the studies.</p> <p>almost good (6) – the student navigates almost freely in the theoretical aspects of consumer behavior, understands the factors affecting behavior, however, at the same time, an insufficiently deep understanding of the problem and the inability to practically use the acquired knowledge when analyzing consumer behavior in certain contexts are detected. Only minor problems with compliance with the requirements of academic ethics can be observed in the studies.</p> <p>average (5) – acquired knowledge about consumer behavior and its influencing factors, the student is able to use the main theoretical concepts, to a limited extent connect theoretical aspects with use in practice. Certain problems with compliance with the requirements of academic ethics can be observed in the studies.</p> <p>almost mediocre (4) – acquired basic knowledge about consumer behavior and factors affecting it, the student is able to use the main theoretical concepts, but the student has significant difficulties in the practical application of the acquired knowledge. Certain problems with compliance with the requirements of academic ethics can be observed in the studies.</p> <p>weak (3) – acquired superficial and incomplete knowledge about consumer behavior and the factors affecting it, the student is unable to apply it practically. Study works show problems with compliance with academic ethics requirements;</p> <p>very weak (2) – a fragmentary and insufficient understanding of consumer behavior and its influencing factors is obtained. Study works show problems with compliance with academic ethics requirements;</p> <p>very, very weak (1) – a basic understanding of consumer behavior and its influencing factors has not been obtained, problems with compliance with academic ethics requirements can be observed in study works.</p>
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Abiding by the Academic Ethics	<p>Students must abide by the academic and research ethics, Vidzeme University of Applied Sciences Ethics Regulations, incl.:</p> <ul style="list-style-type: none"> – study papers must be independently developed; – the study work should reference all statements, ideas and data used that have been authored by someone else; – appropriate data acquisition methods should be used in the acquisition of data, the research ethics must be respected, empirical data must be collected independently and cannot be distorted or falsified; – the examination must be carried out by the student independently, without the use of supporting materials and/or consultations with other students, unless the lecturer states otherwise. <p>In the event of non-compliance with the academic and research ethics, punishment is imposed in accordance with the ViA Ethics Regulations and the study course must be re-taken, unless the punishment is exmatriation.</p>		
Learning Outcomes; the evaluation methods and criteria	Learning Outcomes		
	The evaluation methods and criteria		
	Knowledge		
	Knowledge of various aspects of consumer behavior	Seminars, independent works, discussions, observations, self-test, exam.	
	Knowledge of the psychological, social and personal, cultural factors influencing the behavior of consumers and travelers, including the diversity of cultures and the role of intercultural communication	Seminars, independent works, discussions, observations, self-test, exam.	
	Knowledge of tourist market segmentation and demand assessment	Seminar, practical work	
	Skills		
	Knows and knows how to use tools, methods for customer and potential behavior research	Seminars, independent works, discussions, observations, self-test, exam.	
	Knows and is able to practically apply various target group segmentation criteria	Seminars, practical work	
	Is aware of the role of mutual communication between the client and the service provider, recognizes the diversity of cultures and subcultures and is able to communicate appropriately	Seminars, independent works, discussions, observations.	
	Competency		
	Understands the interconnectedness of consumer behavior and decision-making patterns and is able to evaluate them in the context of creating and promoting an offer	Seminars, independent works, discussions, observations, self-test, exam.	
Based on the understanding of customer needs, is able to identify priority segments in order to plan sales, communication channels and products appropriate for the target group.	Seminar, practical work		
Is aware of the role of personality and environmental factors on consumer behavior and uses this understanding in the interaction between the client and the service provider	Seminars, diary, discussions, observations, self-test, exam.		
Competence to effectively communicate and overcome intercultural barriers	Training, case studies		
Course Compulsory literature:	<p>Fyall,A., Legohérel,P., Frochot,I. & Wang,Y. (2019). <i>Marketing for Tourism and Hospitality : collaboration, technology and experiences</i>. London, New York: Routledge.</p> <p>Jandt, F.E. (2016). <i>An Introduction to Intercultural Communication</i>.Thousand Oaks: Sage.</p>		

	<p>Kitsios, F., Mitsopoulou, E., Moustaka, E., Kamariotou, M. (2022). <i>User-Generated Content behavior and digital tourism services: A SEM-neural network model for information trust in social networking sites</i>. <i>International Journal of Information Management Data Insights</i>, Vol.2, (1). https://doi.org/10.1016/j.ijime.2021.100056</p> <p>Matiza, T. (2020). Post-COVID-19 crisis travel behaviour: towards mitigating the effects of perceived risk. Vol 8 (1). <i>Journal of Tourism Futures</i>. 99-108.</p> <p>Monaco, S. (2022). <i>Tourism, Safety and COVID-19 : Security, digitalization and tourist behaviour</i>. London: Routledge.</p> <p>Sheth, J. (2020). Impact of Covid-19 on consumer behavior: Will the old habits return or die? <i>Elsevier Public Health Emergency Collection</i>. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7269931/</p> <p>Smith, A. (2022). <i>Consumer Behaviour and Analytics</i>. New York: Routledge.</p>
Course additional literature:	<p>Behavioral Science Solutions Ltd (2014-2022) https://www.behavioraleconomics.com/</p> <p>Gil, C. (2022). <i>The End of Marketing : humanizing your brand in the age of social media</i> London, New York: Kogan page.</p> <p>Swiss Re (2022) https://www.swissre.com/institute/ (aptauju kopsavilkumi par patērētāju uzvedību & tendencēm)</p> <p>Ted conferences. https://www.ted.com/ (Daniel Kahnemen, Dan Ariely Ted runas)</p> <p>Unsunier, J-C. (2019). <i>Intercultural Business Negotiations</i>. New York: Routledge.</p> <p>Volgger, D., Pfister, V. (eds.) (2020). <i>Atmospheric Turn in Culture and Tourism Place, Design and Process Impacts on Customer Behaviour, Marketing and Branding</i>. Bingley: Emerald Ltd.</p> <p>Zubin, S. & Blythe, J. (2019). <i>Consumer Behaviour / Zubin Sethna, Jim Blythe</i>. Thousand Oaks: Sage Pub.</p>
Course confirmation date:	31.08.2022.
Date of course description update:	

Study Course Plan for full time (FT) studies and part-time (PT) studies:

Date	Theme	Academic hours				Study Form/ Organization of independent work of students and task description
		FT contact hours	FT independ ent work hours	PT contact hours	PT independent work hours	
<i>The date is specified before the implementation of the course</i>	Concept of consumer behavior, consumer culture and consumption trends in modern society	2	4	1	6	Lecture, seminar, discussion, study of literature
	Factors influencing consumer behavior - psychological, personality, personal, social, etc. Needs and values as a factor influencing consumer behavior and the basis of segmentation.	10	14	2	20	Lecture, seminar, discussion, case analysis, study of literature, self-test



Diversity of consumer cultures and in the context of intercultural communication. Theories of intercultural communication. Communication barriers and overcoming them.	14	20	3	30	Lecture, seminar, discussion, case analysis, study of literature, self-test
Travel and leisure motivation. Perception and impact of travel-related risks. Security and its perception.	8	12	2	20	Lecture, seminar, discussion, study of literature, self-test
The role of information and perception in the context of consumer behavior. The digital tourist.	4	6	2	10	Lecture, seminar
Different perspectives on consumption decision-making, decision-making strategies. Behavioral economics in understanding consumer behavior. Individual and rationality.	10	15	3	21	Lecture, seminar, discussion, case analysis, individual work - diary, study of literature, self-test
Customer experience. The role of emotions in the customer experience. Mapping the customer journey. Perspectives on the concept of customer satisfaction. Customer reactions to the service.	10	15	3	21	Lecture, seminar, discussion, case analysis, study trip, study of literature.
Methods of consumer behavior research	2	4	2	4	Field work, study trip.
Market segmentation criteria and segmentation. Assessment of potential demand and selection of priority segments.	4	6	2	8	Lecture, seminar, group work - analysis of the practical situation, study of literature
Hours total:	64	96	20	140	