

ANNUAL REPORT

2025/2026

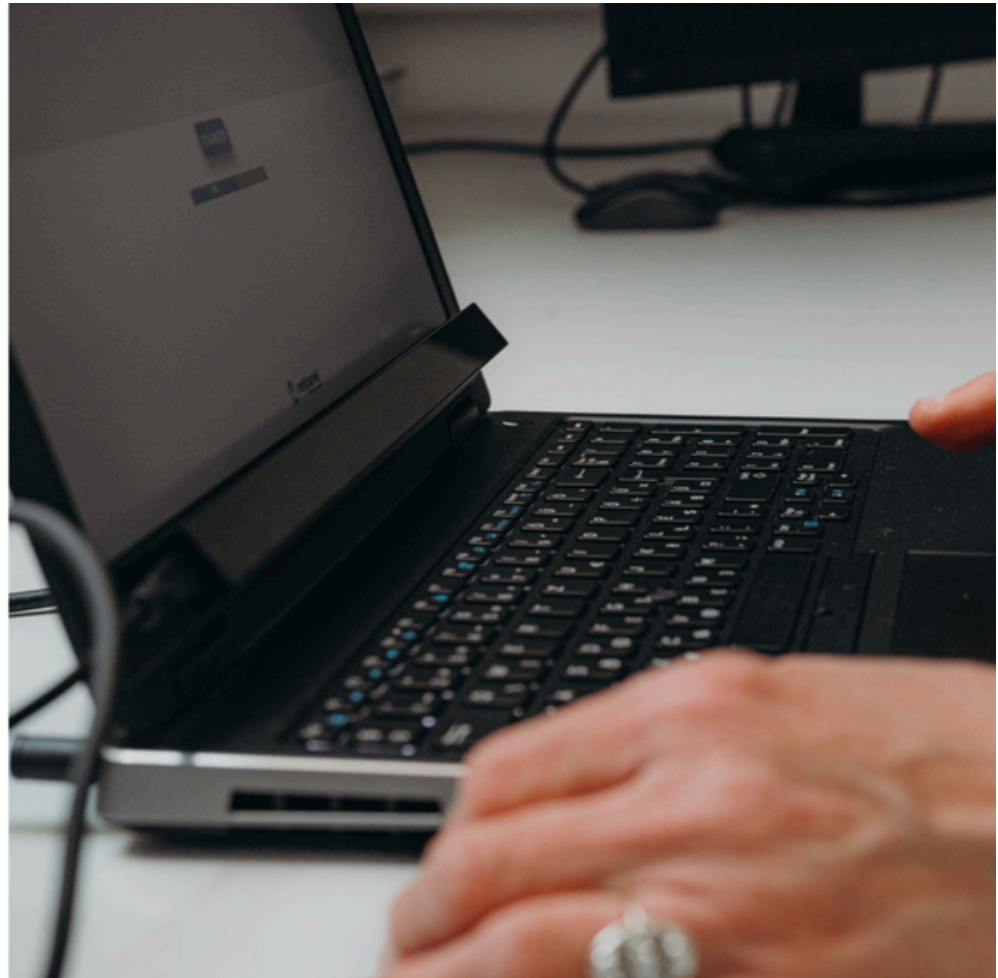


THE CORE LAB
CONSUMER BEHAVIOUR
RESEARCH CENTRE

ABOUT US

the CoRe lab Consumer Behaviour Research Centre was established to support academic, education and business related objectives through innovative research solutions. Our centre is operating within the Centre for Applied Learning (CAL).

Our continuously expanding methodological toolkit is currently focused on eye-tracking technology and facereader, enabling us to generate new types of insights by uncovering the subconscious mechanisms behind consumer decision-making.



PORTFOLIO

- Integrating innovative marketing research methods into marketing-related courses
- Corporate market research
- Scientific research, with a primary focus on neuromarketing and experimental studies
- Behavioral and experimental economics



Our 2025/2026 academic year in numbers

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CORPORATE TALK

During this semester's Corporate Talk series, we had the opportunity to engage with experts from Indotek Group, HELL Energy, Rossmann, and ALDI on highly relevant, valuable, and thought-provoking topics, with participation from both students and industry professionals.

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CORPORATE STORIES

Our podcast series returned this year in a renewed format and is available by clicking HERE. Our guests included experts from Rossmann, with whom we discussed highly engaging and thought-provoking topics. Among our previous episodes, listeners can also find our conversation with Indotek, which is available by clicking HERE.

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EDUCATIONAL AND INFORMATIVE PRESENTATIONS

During this year, we participated in several professional events where we delivered presentations, took part in workshops, and demonstrated the practical applications of eye-tracking research methodology.

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CORPORATE PROJECTS

Alongside our scientific activities, we also strive to meet market demands, which allowed us to work on several corporate projects throughout the academic year. For more information, click HERE.

Our 2025/2026 academic year in numbers

EYE-TRACKING TESTS

The studies examined the impact of sustainability labels on Generation Z, the cognitive dissonance caused by information overload in online environments, as well as the user experience of flight booking and bug reporting systems using eye-tracking and UX methodologies. A total of **212 participants** took part in these studies.

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RESEARCH SUPPORTS

This year, we supported a total of **four** undergraduate thesis students, three of whom also submitted their research as entries to the Scientific Students' Associations Conference (TDK). Their work earned first and second place awards, demonstrating that dedication, commitment, and innovative research methods can lead to meaningful success.

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SURVEY RESEARCHES

We also achieved significant results in survey-based data collection this year: a total of **41 different surveys were conducted**, enabling us to gather valuable insights across a wide range of topics from **8,359** respondents.

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Corporate Talk



the CoRe lab Corporate Talk was established with the aim of bringing current professional topics related to market research into focus. With the support of our partners, our lab seeks to provide new and relevant insights for professionals and enthusiasts alike.

The first guest of the Fall semester of the 2025/2026 academic year was **Indotek**, followed by a representative from **HELL Energy** in November as part of the Corporate Talk event series. During the Spring semester, we welcomed the team from **Rossmann** for the **fifteenth anniversary** of the series, and we concluded the academic year with experts from **ALDI**.

Each Corporate Talk event provides an excellent opportunity for knowledge sharing, networking, and gaining a deeper understanding of consumer behavior. **We are proud of the engaging and insightful discussions that have taken place so far and look forward to continuing this tradition in the upcoming semester.**

Summaries of the Corporate Talk discussions are available by clicking [**HERE**](#).



“For me, the greatest value of Corporate Talk was its ability to create a genuine dialogue between business practice and academic thinking. Future leaders no longer need to simply provide good answers – they need to ask the right questions, understand data, consumers, and market dynamics, and build meaningful connections with stakeholders across the business and economic sectors. the CoRe lab supports exactly this mindset and practical approach.”

Márton Vecsei

Head of soft drink brands, HELL Energy

Corporate Stories

In April 2026, our podcast was relaunched in a **renewed format** under the name **Corporate Stories**. In this series, we continue the conversation with our previously featured Corporate Talk guests, exploring exciting and thought-provoking topics in greater depth.

In our latest episode, we welcomed colleagues from **Rossmann** as guests on the Corporate Stories podcast. They shared insights into how consumer behavior is changing and what new expectations are shaping the drugstore retail market. The discussion also covered how digital and in-store experiences are becoming increasingly interconnected and how an omnichannel presence is built and maintained.

The Corporate Stories podcast episodes offer an excellent opportunity to discover inspiring ideas, explore new perspectives, and gain a deeper understanding of consumer behavior and shopping habits. We are proud of the meaningful and informative conversations so far and look forward to continuing this inspiring series in the upcoming semester.

Episodes released so far are available on the following platforms:

- **Spotify** → [LISTEN NOW](#)
- **YouTube** → [LISTEN NOW](#)



Research supports

During this semester, we had the opportunity to support three master's students and one undergraduate student in the preparation of both their thesis projects and Scientific Students' Associations Conference (TDK) papers.

This year, the students' research projects once again addressed topics closely aligned with current consumer and digital trends, applying modern and often experimental research methods to investigate them.

The topics included the **perception of sustainability labels**, with a particular focus on how Generation Z interprets and incorporates these labels into their decision-making processes. In addition, several studies focused on the **usability of digital interfaces** and **users' attentional processes using eye-tracking methodology**. These researches were conducted across various online environments, including an **airline booking system**, a **web-based bug reporting platform**, and situations where **users were exposed to large amounts of information**, aiming to explore its effects, such as the emergence of **cognitive dissonance**.

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**PARTICIPANTS TOOK PART IN
OUR EYE-TRACKING STUDIES.**



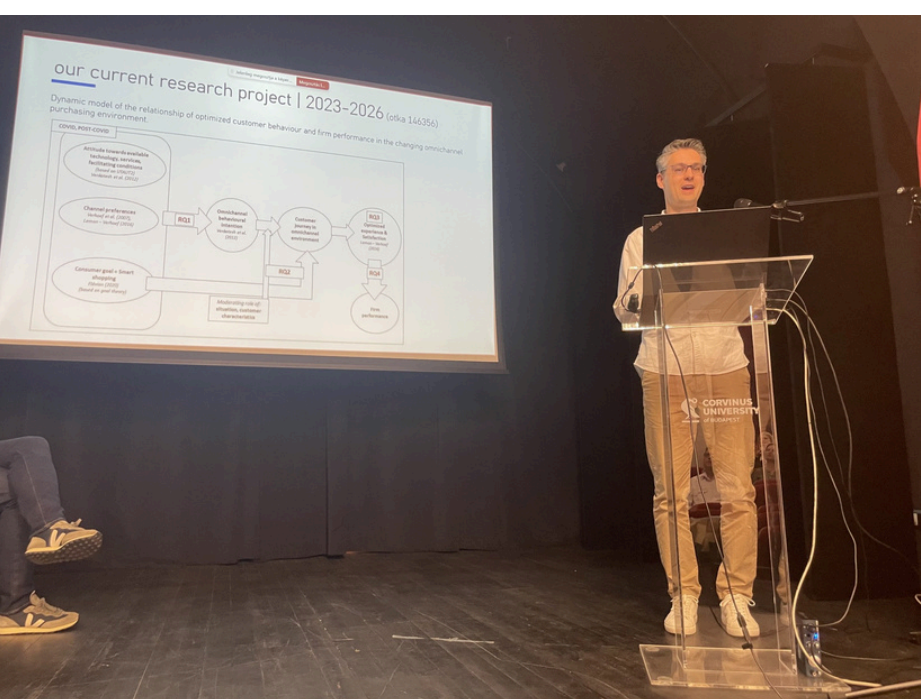
Omnichannel Day



The Omnichannel Day was created to bring together academic and industry professionals to exchange ideas, discuss emerging questions, and explore new directions within the field.



The fourth Omnichannel Day was organized by the Omnichannel Research Group in Budapest at the BCE Faculty Club under the title **“FROM MOBILE SCREENS TO IMMERSIVE SCENES”**.



The research group presented its latest findings on the **impact of mobile applications and augmented reality** on consumer behavior, while international and corporate speakers explored the **role of AI**, as well as the development and future **opportunities of omnichannel solutions**.

Future plans

2026/2027

- Fifth Omnichannel Day
- Corporate Talk events during both the Fall and Spring semesters
- Corporate Stories podcast episodes
- Professional forums and industry events
- Student, academic, and market-oriented / applied projects
- Supporting students working on thesis projects and Scientific Students' Associations Conference (TDK) papers
- International collaborations



Our team



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THANK YOU!

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