

the CoRe lab

PÉCSI KÖZGÁZ

ANNUAL REPORT

2022-2023



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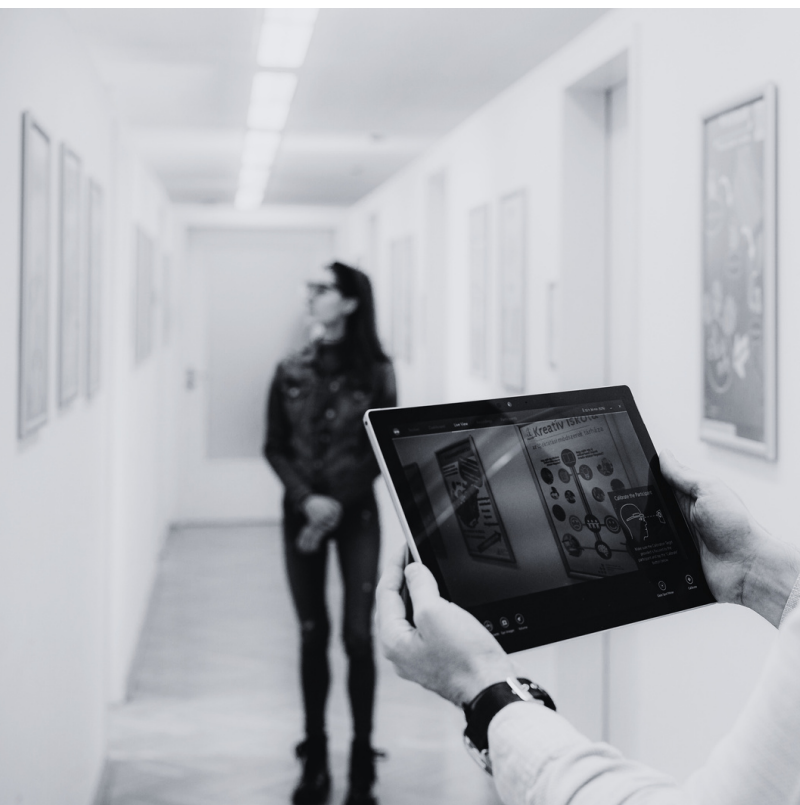
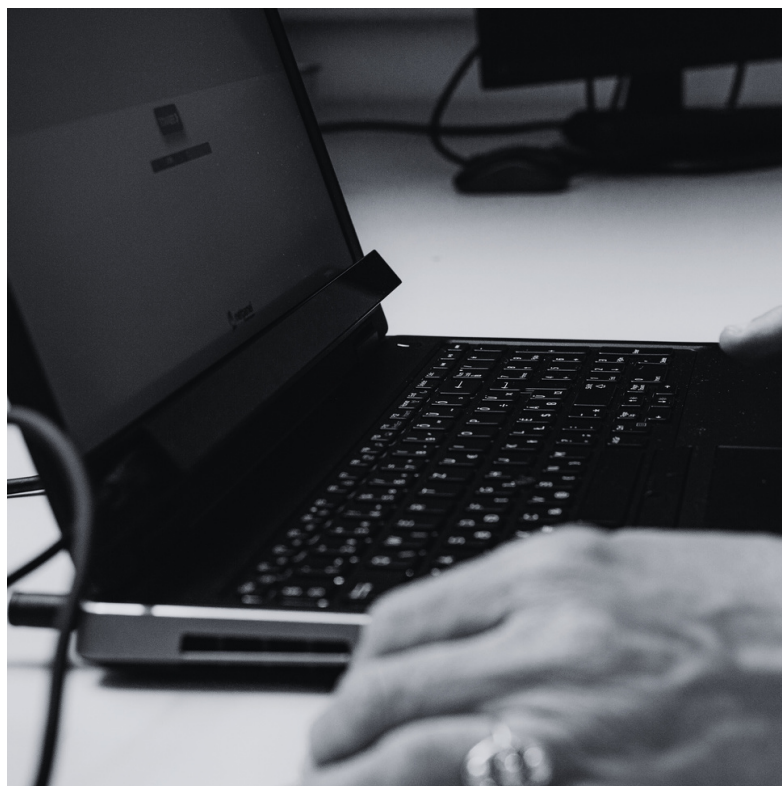


Center for Applied
Learning

Enter the World of Practice

ABOUT US

The CoRe lab Consumer Behaviour Research Centre was established to support academic, student and market objectives through innovative research solutions. Our centre is operating within the Centre for Applied Learning (CAL). The focus of our ever-expanding methodological toolkit is eye tracking, which provides new types of insights by understanding consumers' unconscious decision-making mechanisms.



PORTFOLIO

- Incorporating innovative marketing research methods into marketing-related courses
- Corporate market research
- Scientific research (e.g. neuromarketing) or experimental studies



6

EDUCATIONAL AND INFORMATIVE PRESENTATIONS

In addition to the Researchers' Night, we also had the opportunity to give lectures on the eye-tracking methodology to high school students and university master students.

192

EYE-TRACKING TESTS

In the academic year 2022-2023, a total of 192 people were involved in mobile and fixed eye tracking research.

3

CORPORATE PROJECTS

In addition to our scientific activities, we also try to meet market needs, so we had the opportunity to work on 3 projects during the academic year.

For more information click [HERE](#).

RESEARCH SUPPORTS

4

This year, we supported the work of several undergraduate and doctoral students in developing and implementing research projects.

2

CORPORATE TALKS

This year, Ipsos and ALDI Hungary were our guests for a discussion on the current market research topics, involving students and professionals as well.

PROFESSIONAL CONFERENCE

1

At the conference "My love is trade marketing - Survival strategies" we gave a presentation on "Are omnichannel customers more valuable?".

More information [HERE](#). (Hungarian)

CORPORATE TALK

The CoRe lab Corporate Talk was created to bring to the spotlight the latest professional topics related to market research, which can provide new and relevant information to the public and the profession.

In spring 2023, two hybrid events were organised.

In March, we welcomed the Head of Marketing Communications of Ipsos Hungary. The event focused on where **sustainability** is most present in consumers' lives and how much they are willing to integrate sustainability into their everyday lives.



We invited the online **marketing** team of ALDI Hungary to an open discussion in April. The focus of the event was on the company's marketing strategy and how a discount grocery chain can be exciting for consumers.

PRESENTATIONS

We gave several presentations on the eye-tracking research methodology.

We participated again this year in the Researchers' Night with an interactive presentation called: "How we see through the eyes of the consumer: eye-tracking research in the real world." Moreover, we gave a presentation to high school students and master's students, and had the opportunity to introduce the tool to them in an interactive presentation at the Janus Night event.

The video of the Researchers' Night is available [HERE](#). (Hungarian)



RESEARCH SUPPORT

This year, the CoRe lab supported the work of several undergraduate and doctoral students in developing and implementing research projects.

UNDERGRADUATE STUDENTS

- During the autumn semester, a bachelor student wrote a thesis on the impact of salary information in a job advertisement on job seekers. The student's thesis won a special OTDK prize.
- During the spring semester, an undergraduate student studied the differences between parents' and children's decision making processes for series/movies on streaming platforms from a neuromarketing perspective.

DOCTORAL STUDENTS

- During the spring semester, we supported the research of a first-year PhD student on dark tourism. In the research, the eye tracking methodology was used to investigate the emotional effects of human presence in certain tourist sites.
- A final year PhD student also used eye-tracking methodology to investigate consumer perceptions and attitudes towards the use of retail mobile apps.

ACADEMIC RESEARCHES

One of our academic research focuses is the investigation (using neuromarketing tools) of gamification in surveys.

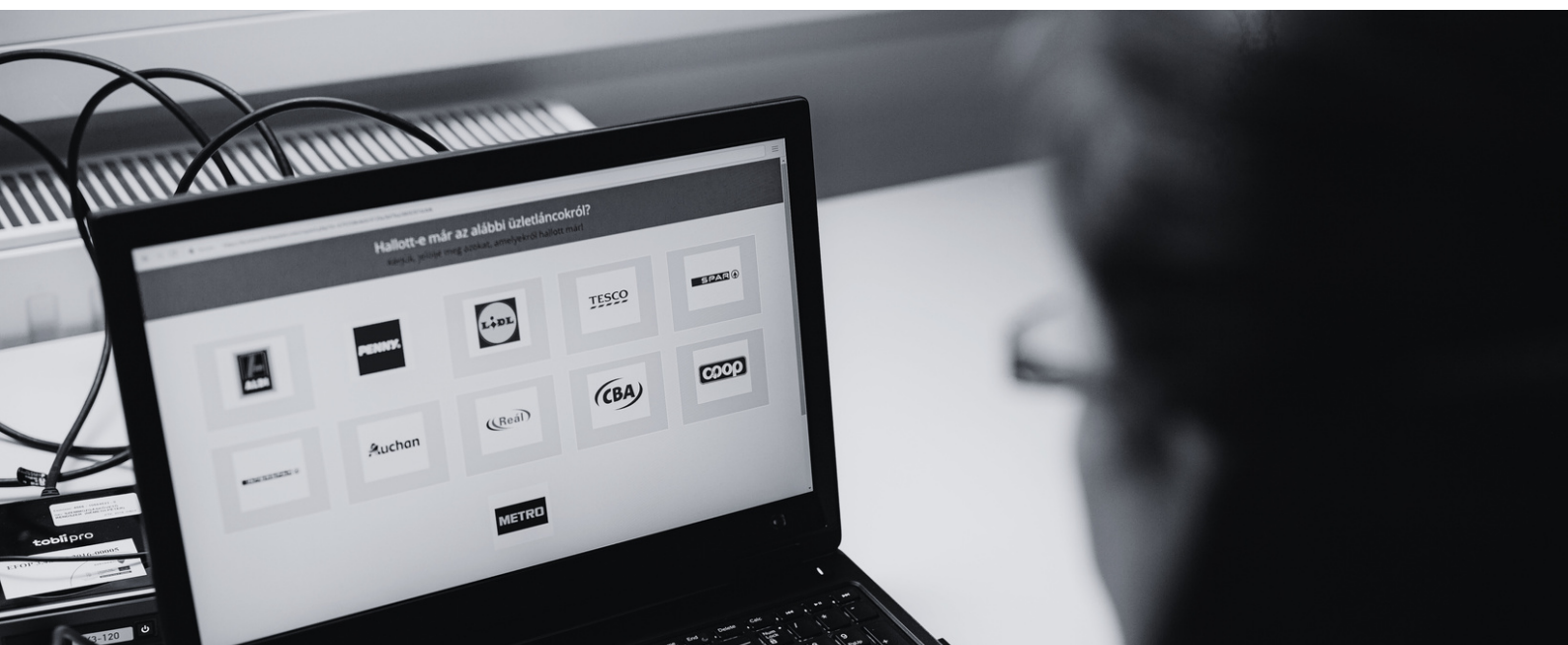
In our study, we investigate to what extent a questionnaire with gamified elements can help to improve response rates, and we also focus on the extent to which the results differ in this case.

To address the research question, we used a comparative quantitative research approach, meaning that we organized two representative online surveys of 500 respondents each.

Based on our results, we can conclude that gamification does not clearly lead to better results in terms of willingness to respond.

In the next phase of the research, we plan to move towards international publication to explore the topic in more depth.

The full study can be accessed [HERE](#). (Hungarian)



PROJECTS

1

In the spring of 2023, we conducted a survey to measure the satisfaction of corporate partners with the University of Pécs, Faculty of Business and Economics, using both qualitative and quantitative research methods.
"RRF-2.1.2-21-2022-00018 Infrastructure and skills development of practice-oriented higher education at PTE"

2

In the framework of the Support to the implementation of the Just Transition Fund in Hungary project, we conducted a complex research using a complex methodology. The aim of the research was to find out the opinions of companies, institutions and other actors in Baranya county, which are considered the target group of the Just Transition Fund.
We used 4 different questionnaires and in-depth interviews to question companies, local institutions, organisations, municipalities and non-governmental organisations.

3

In our work with ABSL Hungary, we support the organisation by compiling, analysing and presenting the results of the quarterly conducted questionnaire sent to their partners.

4

We carry out the market research tasks necessary for the business planning of the University of Pécs Innovation and Science Park.
"GINOP-2.3.1-20-2020-00007"

STUDENT PROJECTS

BACHELOR'S

Within the framework of the course project, the students participating in the **Retail Marketing** course measured the Penny mobile application with a mobile eye-tracker. The results were presented for the colleagues of Penny at the end of the semester.

MASTER'S

As part of the **Advanced Marketing Research** course, students measured Penny's promotional magazines with a mobile eye-tracker, comparing them to other retail chains' promotional magazines. The results of the research were presented to the retail chain's staff at the end of the course.



FURTHER RESEARCHES

FLIGHT TICKETS

We have been studying the user experiences, attitudes and problems related to online airline ticket purchases among consumers with Neticle. Neticle is a start-up company offering automated text analytics solutions, by using their proprietary social listening software to collect public online mentions of a brand or product, and then perform a detailed analysis on these results, identifying key themes, entities and emotions.



GLAMOUR DAYS

In October 2022, one of our research focuses on the GLAMOUR Days, and how consumers who are "avid Glamour Day shoppers" (meaning they regularly participate in these promotions) think and make decisions during the promotional period. To investigate this topic, we chose an online qualitative method, namely digital ethnography, in order to gather deeper insights.



BLACK FRIDAY

In November 2022, we asked the students of the University of Pécs how they use the opportunities of Black Friday and how they prepare for the Christmas period.



FUTURE PLANS

2023/2024

- 2nd Omnichannel Day - 22 September 2023 (Budapest)
- Corporate Talk events in the autumn and spring semesters
- Attendance at the usual forums (high school and university presentations)
- Involvement of additional student, academic and market/practice projects (at least 1 each semester)
- Support at least two students in the next academic year with eye-tracking methodology for TDK theses



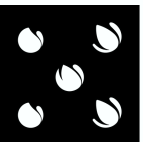
OUR TEAM



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THANK YOU!

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