

THE CORE LAB
CONSUMER BEHAVIOUR
RESEARCH CENTRE



CENTRE FOR APPLIED LEARNING
UNIVERSITY OF PÉCS FACULTY OF
BUSINESS AND ECONOMICS



ANNUAL REPORT

— 2024 - 2025

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). 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

- Integration of innovative marketing research methods into marketing-related courses
- Conducting market research for companies
- Scientific research (with a focus on neuromarketing and experimental research)
- Behavioral and experimental economics

OUR 2024/2025 ACADEMIC YEAR IN NUMBERS

4

EDUCATIONAL AND INFORMATIVE PRESENTATIONS

In addition to participating in Researchers' Night, we had the opportunity to deliver presentations on eye-tracking research methodologies to high school and university students. We also took part in a workshop organized by EMOK.

193

EYE-TRACKING TESTS

During the 2024/2025 academic year, a total of 193 individuals participated in mobile and fixed eye-tracking research.

12

CORPORATE PROJECTS

Beyond our scientific activities, we also aim to meet market demands, allowing us to work on several corporate projects throughout the academic year. For more information, click [HERE](#).

8

RESEARCH SUPPORTS

This year, we supported a total of eight university students in the development and implementation of their individual research projects.

OUR 2024/2025 ACADEMIC YEAR IN NUMBERS

CORPORATE TALK EVENTS

Our guests included representatives from PENNY, TERRÁN, and, uniquely, a collaboration between MOL and Mastercard, who joined us for discussions on current market research topics involving students and industry professionals alike.

3

CORPORATE STORIES PODCAST EPISODES

In October 2024, we launched the Corporate Stories podcast, where this semester we revisited previous guests from Corporate Talk. With representatives from PENNY, TERRÁN, MOL, and Mastercard, we engaged in exciting and thought-provoking conversations on various topics.

3

PROFESSIONAL CONFERENCE

This year, we participated as speakers at several professional conferences, including the Fán-Group Conference, the SPAR Marketing Bootcamp, and Mentefeszt.

3

SURVEY RESEARCHES

We achieved significant milestones in questionnaire-based data collection, completing a total of 22 different surveys. Across various topics, we gathered insights from 6,260 respondents.

22

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.



In October 2024, we welcomed representatives from **PENNY**, followed by **Terrán** in November, as part of the Corporate Talk event series. In the spring of 2025, in May, the series continued with insightful discussions featuring colleagues from **MOL** and **Mastercard**.

Each Corporate Talk event offers an excellent opportunity for dialogue, networking, and gaining a deeper understanding of consumers. We take pride in the engaging and informative conversations held so far and are excited to continue this tradition in the upcoming semester.

Summaries of the Corporate Talk discussions are available at the [**following link.**](#)

CORPORATE STORIES

In October 2024, we reached a new milestone at the CoRe lab by launching our podcast series, Corporate Stories. This series continues the conversations with our well-known Corporate Talk guests, diving deeper into exciting and thought-provoking topics.

In the first episode, we had the pleasure of welcoming representatives from **PENNY**, followed by an engaging discussion with a representative from **Terrán** in the next episode. In this spring of 2025, in May, we continued the series with insightful conversations featuring representatives from **MOL** and **Mastercard**.

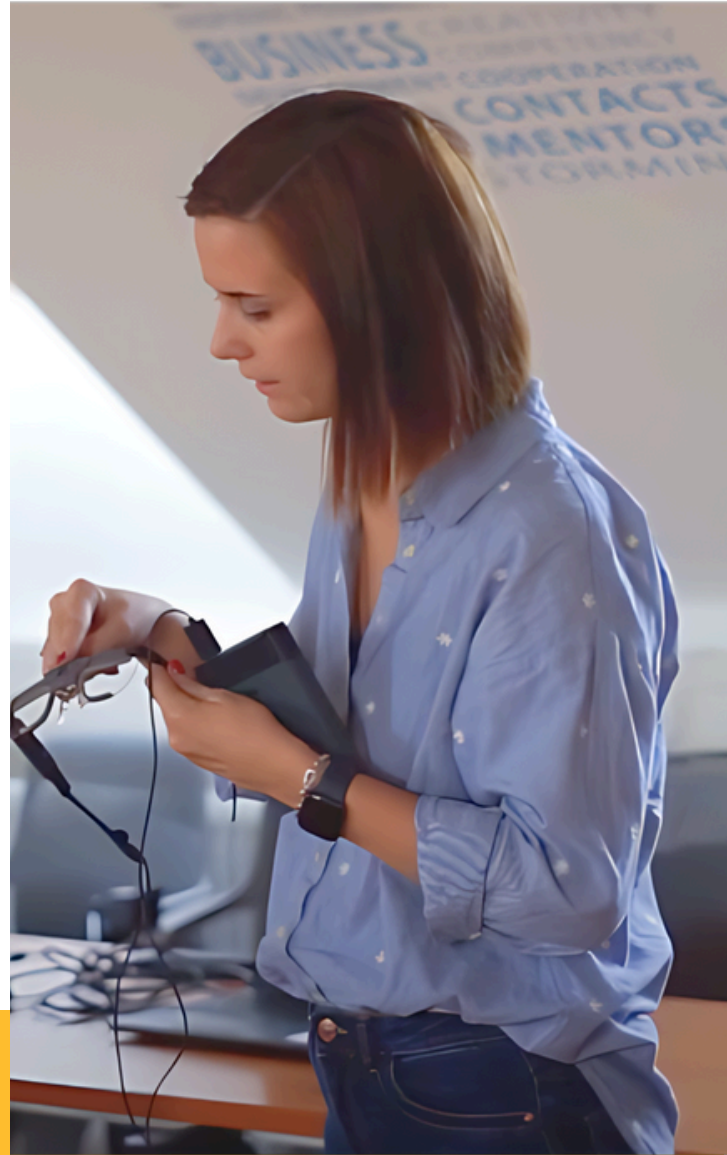
The **Corporate Stories** podcast episodes offer an excellent opportunity to explore inspiring ideas, discover new perspectives, and gain a deeper understanding of consumer behavior. We take pride in the meaningful and informative discussions we've had so far and are excited to continue this inspiring series in the upcoming semester.



PRESENTATIONS, LECTURES

Every year, we have the opportunity to deliver lectures on eye-tracking research methodology for those interested.

We also held presentations for high school students and master's students and introduced this technology to them during an interactive session at the Janus Night event.



This year, we participated in Researchers' Night with an interactive presentation titled, "Curious about the emotions ads evoke in people? Join us and let's find out together!" During the event, attendees had the chance to try our facial recognition tool, allowing them to watch advertisements while we analyzed the emotions triggered by these ads.

RESEARCH SUPPORT



We supported five bachelor's and one master's student in writing their thesis this year, as well as six students in preparing their Scientific Students' Association (TDK) papers.

In the fall semester, five bachelor's and one master's student prepared **thesis** that explored exciting and relevant topics. Our bachelor's students examined the comparison of UX elements in fruit wine e-commerce platforms among Generation Z, analyzed video game consumption habits among Generation Y and Z, investigated the role of mobile banking in promoting financial awareness, studied consumer perceptions of AI-generated advertisements, and explored risk perception during the use of C2C platforms. Our master's student focused on the role of price information in routine purchasing decisions.

Furthermore, we supported six students with their **scientific papers**. Among these, four were developed further from their bachelor's theses, while the remaining two addressed equally exciting topics. One explored Generation Z's recognition of and attitude toward greenwashing, while the other analyzed the phenomenon of femvertising, focusing on its role in the strategic development of advertisements and its impact on consumers.

STUDENT PROJECTS

BSC PROGRAMME

Within the framework of the Hungarian **Commerce and Marketing BSc** program, students also worked on exciting corporate projects this year. They applied various methods, including focus group discussions, in-depth interviews, surveys, and eye-tracking studies, to address real-world business challenges.

MSC STUDIES

As part of the **Marketing Analysis** and **Marketing Analysis and Planning** courses, our students worked on corporate challenges provided by our partners. These projects focused on innovative marketing research methods such as eye-tracking research and online forums.



CORPORATE PROJECTS

CHRISTMAS ADVERTISEMENTS

In collaboration with Ipsos Zrt., we conducted a joint research project as the holiday season approached, examining how Christmas advertisements affect consumers and when and how they begin their holiday preparations. The festive project surveyed 1,000 individuals, representing the Hungarian internet-using population. The results are available by clicking [HERE](#).



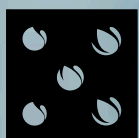
VETERINARY PHARMACY SERVICES

The primary aim of this research was to thoroughly explore customer opinions and needs to support the development of veterinary pharmacy services. To achieve the research objectives, we conducted an online survey. This survey aimed to gather detailed feedback from customers, enabling the services to align more closely with consumer expectations and purchasing habits.

UP WEBSITE

Our research aimed to identify potential development opportunities for the University of Pécs's website, pinpoint shortcomings, and propose necessary improvements. Based on the defined research goals, we employed a focus group methodology to gain deeper insights into the experiences, attitudes, and perceptions of the target groups studied.





„We have been working with the CoRe lab team for three years now on conducting the sectoral Business Outlook Survey, and during this time they have proven to be a reliable, dedicated, and highly competent partner. Their analyses are in-depth, data-driven, and create real value for the sector, while their working methods represent the highest professional standards. We greatly appreciate their precision, flexibility, and the way they consistently contribute proactively to achieving our shared goals.”

István Lenk
President, ABSL Hungary

MEDIA APPEARANCES

IN HUNGARIAN

THIS YEAR HAS BEEN OUTSTANDING FOR US IN TERMS OF PROFESSIONAL RECOGNITION, AS WE HAD THE OPPORTUNITY TO APPEAR IN TWO MAJOR HUNGARIAN ECONOMIC AND TRADE MEDIA OUTLETS, TRADE MAGAZIN AND PORTFOLIO.



During our 2024 **Christmas research**, we examined the impact of Christmas advertisements on consumers using eye-tracking and facial recognition tools. We were honored to have our research and findings featured in **Trade Magazin**. The article can be accessed by clicking [HERE](#).

We also collaborated with **Portfolio** on several occasions this year to conduct various research projects. These included surveys on attitudes toward student bank accounts and opinions on home insurance. Our research findings are available [HERE](#).

Portfolio

EYE-TRACKING RESEARCH

OUR EYE-TRACKING RESEARCHES WERE CONDUCTED WITHIN THE FRAMEWORK OF BOTH STUDENT AND CORPORATE PROJECTS. SEVEN PROJECTS ORIGINATED FROM STUDENT RESEARCH, WHILE TWO WERE RESULTS OF CORPORATE COLLABORATIONS. THESE STUDIES EXPLORED A VARIETY OF EXCITING TOPICS, INCLUDING UX ELEMENTS OF FRUIT WINE E-COMMERCE PLATFORMS, AI-GENERATED ADVERTISEMENTS, LAYOUTS OF COMMUNICATION FLYERS, AND THE EFFECTIVENESS OF CHRISTMAS ADVERTISEMENTS. ADDITIONALLY, WE CONDUCTED RESEARCH DURING THE SPAR MARKETING BOOTCAMP, WHERE SUPPLIERS GAINED FIRSTHAND INSIGHTS INTO HOW CONSUMERS PERCEIVE THEIR PRODUCTS ON STORE SHELVES.



193 PARTICIPANTS TOOK PART
IN OUR EYE-TRACKING
STUDIES.

We concluded a successful year in terms of participant numbers for our eye-tracking studies, achieving significant engagement. Looking ahead, we plan to further increase participation in our research to expand our data collection and deepen the foundation of our analyses.

NOLDUS FACEREADER



Our research methods portfolio has been expanded this year with the inclusion of the **Noldus FaceReader**, enabling the implementation of innovative neuromarketing studies. The FaceReader can identify subconscious emotions from participants' facial expressions and distinguish between six fundamental emotions.



During recording, the software **analyzes facial expressions to recognize and differentiate six basic emotions**—joy, sadness, anger, surprise, fear, and disgust—as well as two additional states: neutrality and contempt.



Additionally, the FaceReader **can determine participants' age, gender, and even the presence of glasses with 99% accuracy**, all based on facial micro-expressions.

FACEREADER MEASUREMENTS FOR THE 2024/2025 ACADEMIC YEAR

10

FaceReader measurements were conducted this year. The technology was first introduced to the public during Researchers' Night, where attendees had the opportunity to explore it in detail. It also played a pivotal role in our Christmas research, which analyzed the impact of holiday advertisements on consumers. Additionally, we encouraged our students to integrate this innovative research tool into their projects as part of our courses.

BEHAVIORAL LAB

OUR SERVICES

Designing Research and Experimental Plans

We transform theoretical questions into targeted research concepts, assisting in the development of suitable methodological structures. This includes simulating interactions, creating decision-theory-based scenarios, or conducting exploratory surveys.



ZSÓFIA VÖRÖS, PHD

Developing Decision Interfaces

Using the oTree platform, which is Python-Django-based, we program complex experimental scenarios grounded in game theory. We also develop paper-based or electronic questionnaires as needed.



SÁNDOR ERDŐS, PHD

Conducting Experiments

We carry out anonymous and controlled laboratory experiments at 25 partitioned workstations. Additional studies, such as EEG or monitoring physiological variables, are possible through collaboration with the Psychology Institute at the University of Pécs.

Incentive Application

Participants' decisions are motivated by monetary incentives to measure authentic behavior. Hypothetical decision-making scenarios can also be examined upon request.

Data Analysis and Visualization

Experimental data is analyzed and visualized using Stata and R software. We provide support for preparing scientific publications and managerial summaries.



OLIVÉR BÉLA KOVÁCS, PHD

The Behavioral and Experimental Economics Research Laboratory was established in 2024 at the Faculty of Business and Economics, University of Pécs, initiated by a research group specializing in economic psychology, behavioral economics, and experimental economics. The laboratory operates within the framework of the CoRe lab. Our primary goal is to conduct high-quality academic research while making our services available to domestic and international higher education institutions, as well as corporate partners.

FUTURE PLANS

2025/2026

- Integration of additional neuromarketing tools into our research portfolio
- hosting the fourth Omnichannel Day on October 9, 2025.
- Corporate Talk events in both the fall and spring semesters.
- new episodes of the Corporate Stories podcast.
- participation in regular forums, including high school and university lectures.
- further student, academic, and market-oriented projects.
- support for students writing thesis and scientific papers.
- collaborations with similar research labs at international universities.



OUR TEAM



**ERIKA
LÁZÁR, PHD**
researcher

**PÉTER
NÉMETH, PHD**
head of lab

**BALÁZS
TÓTH**
junior researcher



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THANK YOU!

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