

the CoRe lab  
PÉCSI KÖZGÁZ



Center for Applied  
Learning  
Enter the World of Practice

# ANNUAL REPORT

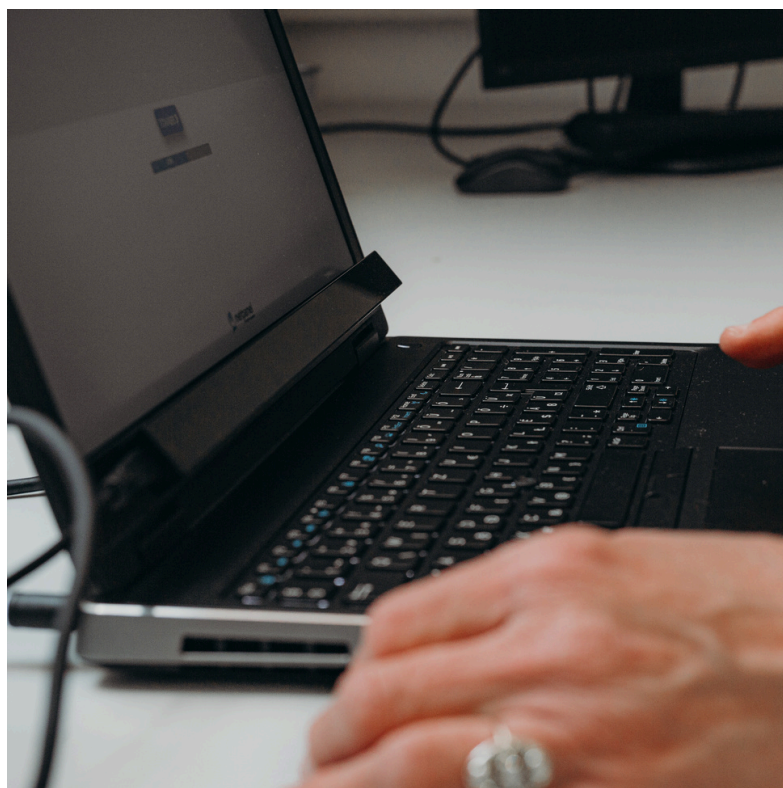
## 2023/2024



# ABOUT US

Our Consumer Behaviour Research Centre (the CoRe lab) has been established to support academic, student and market objectives through innovative research solutions. Our centre operates within the Centre for Applied Learning (CAL).

The current focus of our ever-expanding methodological toolkit is eye tracking, which provides new types of insight by understanding consumers' subconscious decision-making mechanisms.



## PORTFOLIO

- Incorporating innovative marketing research methods into marketing-related courses
- Corporate market research
- Scientific research (with a focus on neuromarketing and experimental research)

# OUR 2023/2024 YEAR IN NUMBERS

# 11

## EDUCATIONAL AND INFORMATIVE PRESENTATIONS

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

# 213

## EYE-TRACKING TESTS

A total of 213 people were involved in eye-tracking projects using wearable and screen-based tools during the 2023-2024 academic year.

# 14

## CORPORATE PROJECTS

In addition to our scientific activities, we also aim to meet market needs, so we had the opportunity to work on multiple projects during the academic year.  
*For more information click [HERE](#).*

## RESEARCH SUPPORTS

# 2

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

# 4

## CORPORATE TALKS

Neticle, DECATHLON, Laurel Retail and IKEA were our guests for a discussion on current market research topics, involving both students and professionals.

## PROFESSIONAL CONFERENCE

# 1

At the XI. Laurel Retail Conference we gave a presentation on our research on self-checkout services.  
*More information [HERE](#). (Hungarian)*

# MARKETING RESEARCH 4.0

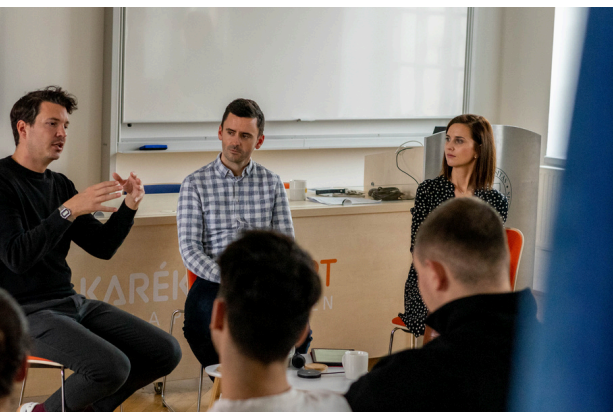
In the spring of 2023, a book by researchers at the CoRe lab, **Marketing Research 4.0**, was published.

The book highlights significant changes in applied marketing research since the late 1990s, driven by technological advances, the economic crisis of the 2000s, and the 2020 pandemic. These events have questioned traditional techniques, challenged the value creation by research firms, and introduced new competencies and tools. The book provides an overview of these transformations, current consumer research trends, and emerging methodological tools.



*The book is available  
in Hungarian on [MeRSZ.hu](https://www.mersz.hu).*

# 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. This year 4 hybrid events were organised.

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In the fall, we were honored to welcome colleagues from **Decathlon** in October and **Neticle** in November, who generously shared their expertise. In the spring, our discussions continued with valuable contributions from **Laurel Retail** in March and **IKEA** in April. These discussions highlighted the importance of understanding consumer behavior and adapting to market changes.

Each event in the Corporate Talk series provided a platform to exchange ideas, network, and gain deeper insights. We are proud of the engaging and informative discussions that took place and look forward to continuing this tradition in future semesters.

The summary for the Corporate Talk events are available [\*\*HERE\*\*](#).

# OMNICHANNEL DAY



The Omnichannel Day was created to bring together the academia and the corporate professionals to discuss the topics.

In 2023, the Omnichannel Research Group organised the **2nd Omnichannel Day** at Corvinus University in Budapest, which, continuing the approach introduced last year, consisted of two major parts: in the morning, national and international researchers, and in the afternoon, renowned marketing leaders shared their experiences on the topic.

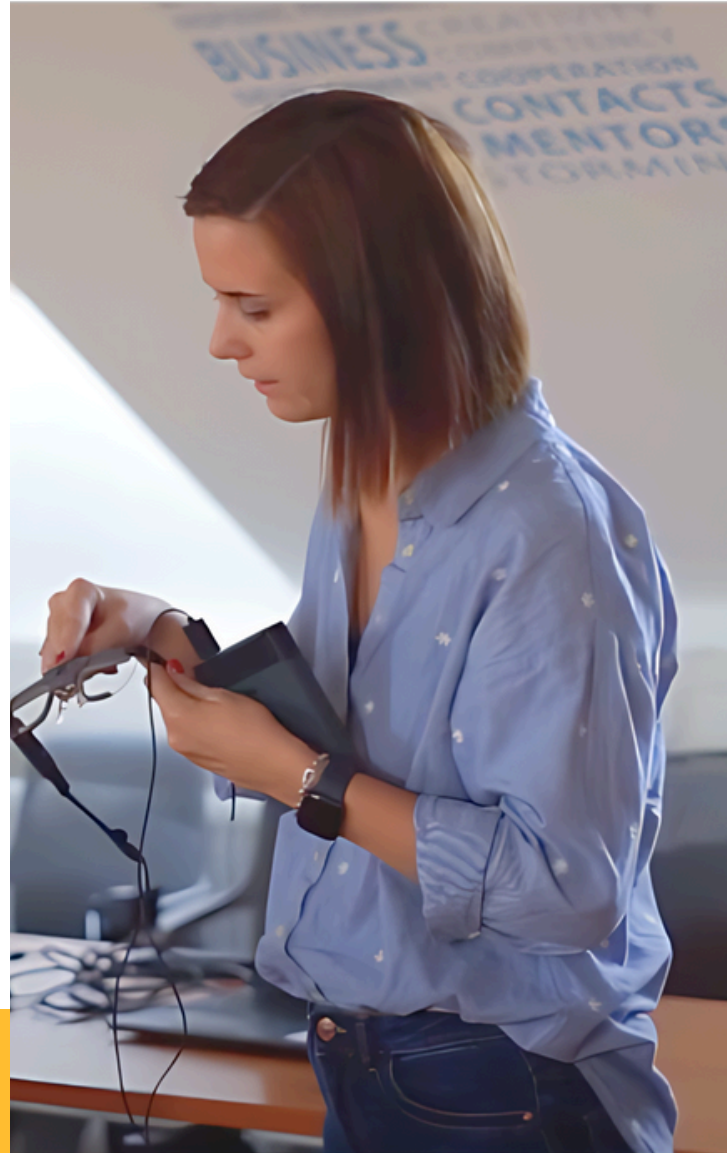
In 2024, the Faculty of Business and Economics of the University of Pécs hosted the **3rd Omnichannel Day** event, where domestic and international researchers and business professionals shared their experiences on the importance of omnichannel



# PRESENTATIONS

As it has started to be a tradition in our centre, we gave several presentations on the eye-tracking research methodology.

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.



We participated again this year in the Researchers' Night with an interactive presentation called: *"How can you measure what a shopper pays attention to in the shop? We'll show you!"* where, in collaboration with a retailer, we simulated a shop interior and involved visitors in a real project, giving them insights from preparation, through fieldwork, to analysis.

# RESEARCH SUPPORT



**We have supported two undergraduate students in writing their thesis.**

During the autumn semester, a bachelor student wrote a thesis on **the impact of work place infrastructure** in a job advertisement on job seekers.

During the spring semester, an undergraduate student conducted an in-depth study on the **differences between advertisements that incorporate MEME features and those that do not**, all from a neuromarketing perspective. The research aimed to understand how MEME elements in advertisements influence consumer perception, engagement



# STUDENT PROJECTS

## BACHELOR'S

Within the framework of **the courses on the Commerce and Marketing BSc**, the students worked on corporate projects provided by our partners. During the researches, they used multiple methods, such as focus-groups, deep-interviews and surveys.

## MASTER'S

As part of the **Marketing Analysis** course, students worked on partners' corporate problems, focusing on innovative marketing research methods such as eye-tracking method and online forums.



# CORPORATE RESEARCHES

## SHELF TAGS

In cooperation with a retailer, we measured the effectiveness of information displayed on shelf labels. The research was carried out using an eye-camera in a simulated store interior in a laboratory environment.



## 1 SELF-SERVICE CHECKOUT



Our research for Laurel Retail was presented at the XI. Laurel Retail Conference. The aim of the nationally representative survey was to map the attitude of Hungarians towards self-service checkouts and in-store automation. According to the results of the survey, the majority of Hungarian shoppers have a positive opinion of automated systems, while ease of use and reliability are of paramount importance to them.

## WOMAN EXECUTIVES

The aim of our research on women's career paths was to map for our partners the barriers to women becoming leaders in the retail and FMCG sector in Europe. The results of this could then be used to launch a long-term primary research study to further explore the issue in more depth.



# FUTURE PLANS

## 2024/2025

- Expand our research toolkit with additional neuromarketing tools (e.g. Noldus Facereader)
- Organise the 4th Omnichannel Day
- 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
- Support students in the next academic year with eye-tracking methodology for TDK theses



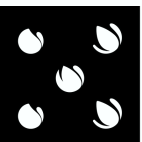
# OUR TEAM



**ERIKA  
LÁZÁR**  
researcher

**PÉTER NÉMETH,**  
**PHD**  
head of lab

**LILI  
BAKÓ**  
junior researcher



**the CoRe lab**  
PÉCSIKÖZGÁZ



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# THANK YOU!

**PÉTER NÉMETH,  
PHD**

head of lab

nemeth.peter@ktk.pte.hu