

SUMMARY

The doctoral thesis titled "Shaping the Online Consumer Behavior in the Field of University Services" addresses the complex dynamics of consumer behavior online, with a special focus on the economic university services sector. The current context, marked by accelerated digitalization and changes in consumer behavior, necessitates a reevaluation of marketing strategies in this sector.

PART I - Theoretical Foundations of Marketing and Consumer Behavior Online

The first part of the thesis, dedicated to theoretical foundations, offers an in-depth exploration of the principles of online marketing and its particularities applied in the services sector.

Chapter 1 discusses the evolution and necessity of online marketing, highlighting the impact of the digital environment on consumer behavior. It explores the micro and macro marketing environment and defines the online marketing mix, focusing on digital customer loyalty.

CHAPTER 2 – Marketing of University Services

Chapter 2 focuses on the specifics of marketing within university services, analyzing the bases of social marketing and the particularities of the university marketing environment. It discusses the marketing strategies needed to attract and retain students in a context of increased competition and diversified expectations.

CHAPTER 3 - Fundamentals of Service Consumer Behavior

This section details the fundamental theories and global models regarding consumer behavior, providing a solid foundation for understanding the factors that influence the decisions of online university service consumers. It analyzes the decision-making processes and discusses directly observable and inferred influences.

PART II - Research and Modeling of Consumer Behavior Online in the Context of Economic University Services

The second part of the thesis begins with Chapter 4, dedicated to qualitative research exploring the modeling of online consumer behavior. The applied methodology and analysis of the collected data provide deep insights into the perceptions and expectations of students regarding online university services.

CHAPTER 5: Quantitative Research

Chapter 5 presents the methodology and results of the quantitative research, offering a detailed picture of how various aspects of online university services affect student satisfaction. This includes the design of the questionnaire, its implementation, and the statistical analysis of the data obtained.

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CHAPTER 6: Final Conclusions, Managerial Implications, Limitations, and Directions for Future Research

The last chapter synthesizes the key findings of the research, emphasizing managerial implications and recommending directions for future research. It discusses the limitations of the study and proposes ways to overcome these barriers in future research.

By integrating qualitative and quantitative methods, the thesis provides a valuable perspective on the behavior of consumers of online university services, making a significant contribution to the existing literature and offering practical recommendations for improving marketing strategies in universities.

Keywords: Online marketing, consumer behavior, university services, qualitative and quantitative research, behavioral modelling

Title : Shaping the Online Consumer Behavior in the Field of University Services

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