

Subject card

Subject name and code	Buyer Behaviour, PG_00172417						
Field of study	International Economic Relations						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2027/2028		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Polish		
Semester of study	6		ECTS credits		2.0		
Learning profile	academic		Assessment form				
Conducting unit	Department of Sustainable Market Processes -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Anna Nikodemka-Wołowik				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	15		5.0		30.0	50
Subject objectives	To familiarize students with the determinants of individual buyers' behavior and the conditions of the purchasing process from an international perspective.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[MSGL3_U14] can interact and work in a team (including an international one), taking various roles within it		The student is able to cooperate and work in a group (including in the environment international), taking on various roles in it.		[SU1] oral statement/conversation/discussion		
	[MSGL3_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking; is resilient to failures; can identify threats and assess the risk of their occurrence		The student is ready to think and act in an entrepreneurial way; adapts to new situations and conditions, takes up the challenges of creative thinking, is able to identify threats and assess the risk of their occurrence.		[SK1] oral statement/conversation/discussion [SK4] test/exam - oral or written		
	[MSGL3_W09] has knowledge about a human being as an individual making economic decisions, acting within social structures and organisational units (in particular enterprises) or conducting individual economic activity		The student has knowledge about individual consumers operating in socio-economic structures in the international environment.		[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion		
	[MSGL3_W11] has an advanced knowledge of (legal, organisational, ethical) rules and norms organising economic structures and institutions (in particular those on the international market)		The student has knowledge about the rules and norms (legal, organizational, ethical) organizing economic structures and institutions in the international environment in which individual buyers operate.		[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion		

Subject contents	The subject covers the following issues: 1. Classification of internal determinants of behaviorbuyer.2. Organization of perception.3. Needs and motives of the buyer. Hierarchy of needs.4. The learning process.5. Attitudes - components, mechanisms of change.6. Personality types.7. Ergonomic studies.8. Classificationexternal conditions of the buyer's behavior.9. The importance of reference groups and opinion leaders.10.Application of Veblen's circles.11. Influence of cultural factors.12. Situational conditions abuyer behavior.13. Individual buyer behavior as a subject of qualitative researchmarketing.14. Concept and classification of consumer risk.15. Consumer risk reduction methods.16.WOM as a means of informal communication.17. The product brand's relationship with the consumer.18. Perceptionbrand personality by buyers.19. Conditions for making purchase decisions.20. Process stagesmaking purchasing decisions.21. The essence of post-purchase dissonance.22. Classification of purchasing decisions.23. Areas of application of qualitative marketing research.24. Methods used in qualitative researchmarketing research.25. The essence and importance of projection techniques.26. Assistive techniquesconducting qualitative marketing research.27. Organization of qualitative researchmarketing.28. Current trends in buyer behavior in highly developed countries.29.Current trends in the behavior of Polish buyers. Typology of buyers.30. Purchasing behaviorchildren and youth segments.31. Changes in buyer behavior during the COVID-19 pandemic. Any doubts arising during the case analysis stage regarding the conditions influencing purchasing decisions and their consequences will also be addressed during consultations.											
Prerequisites and co-requisites	Knowledge of the basics of marketing and marketing elements.											
Assessment methods and criteria	<table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td>written colloquium</td><td>51.0%</td><td>60.0%</td></tr><tr><td>active participation in classes</td><td>51.0%</td><td>40.0%</td></tr></table>			Subject passing criteria	Passing threshold	Percentage of the final grade	written colloquium	51.0%	60.0%	active participation in classes	51.0%	40.0%
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active participation in classes	51.0%	40.0%										
Recommended reading	Basic literature	1. Foxall G., Advanced Introduction to Consumer Behavior Analysis,Edward Elgar Publishing, Cheltenham 2017.2. Nikodemska-WołowikA.M., Klucz do zrozumienia konsumenta. Jakościowe badania marketingowe, Verde, Warszawa 2008.3. Nikodemska-Wołowik, A. M.,Wach, D., Andruszkiewicz, K., & Otukoya, A. (2021). Consciousshopping of middle-classconsumers during the pandemic: Exploratorystudy in Mexico, Nigeria, Poland, and Sri Lanka. International JournalofManagement and Economics, 57(3), 209-219.4. Zachowania konsumentów: globalizacja, nowe technologie, aktualne trendy,otoczenie społeczno-kulturowe, red. Awdziej M.,Bartosik-Purgat M.,Wyd. Naukowe PWN 2017.										
	Supplementary literature	1. Nikodemska-Wołowik, Przedsiębiorstwa rodzinne z perspektywy konsumentów w pracy zbiorowej pod red. K. Safina & R.Wszystkieprawa Zajkowskiego , Przedsiębiorstwa rodzinne w Polsce: stan i perspektywy rozwoju, C.H. Beck 2021.2. Pradeep A.K., Mózg na zakupach. Neuromarketing w sprzedaży. Wydawnictwo Onepress - seria Exclusive, Gliwice 2016.3. Solomon, M., Consumer Behavior:Buying, Having, and Being, Pearson, Boston 2017.										
	eResources addresses	Adresy na platformie eNauczanie:										
Example issues/ example questions/ tasks being completed	e.g.: Methods of reducing buyer risk and the consequences of experiencing it.											
Work placement	Not applicable											

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