

Subject card

Subject name and code	Consumer Behaviour, PG_00187199						
Field of study	International Business						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2026/2027		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Subject group related to scientific research in the field of study		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		English		
Semester of study	2		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Anna Nikodemaska-Wołowik, prof. UG				
	Teachers		dr hab. Anna Nikodemaska-Wołowik, prof. UG				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	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	30		0.0		20.0	50
Subject objectives	Students will be prepared to understand the determinants of consumer behaviour and the rules of purchasing process.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[IBL3_W07] knows and understands the dilemmas of the contemporary global economy and their importance for enterprises operating in the international environment.		The student knows and understands the basic dilemmas of the modern global economy, in which consumers play an important role; understands the need to introduce sustainable development and corporate social responsibility, taking into account the consumer's well-being.		[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion		
	[IBL3_U03] is able to select appropriate sources of information and analyse and synthesise data in order to solve international business problems under conditions of uncertainty.		Is able to select appropriate sources of information and to analyse and synthesise data in order to address problems related to consumer behaviour, including consumer decision-making under conditions of market uncertainty.		[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written		

Subject contents	1. Polish Consumers. Typology and segmentation2. Internal influences of consumer behaviour3. External influences of consumer behaviour4. Consumer decision making process5. Determinants of consumer decision6. Types of perceived risk and cognitive dissonance7. The role of brands and branding - a consumers perspective8. Building consumers relations with brands9. Theory of qualitative marketing research10. Qualitative marketing research. Implementation and approaches11. Tools of qualitative marketing research. Methods, techniques, instruments12. Contemporary trends in consumer behaviour on developed markets13. Contemporary trends in consumer behaviour on emerging markets14. Changes in consumer behaviour influenced by the COVID-19 pandemic.15. Ethical and legislative aspects of market activities addressed to consumers. 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	Prerequisites, i.e. required courses and introductory requirements: some key areas that must be familiar - elements of marketing, marketing strategy and fundamentals of marketing research.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written exam	51.0%	100.0%
Recommended reading	Basic literature	1. Brack, A., Nikodemska-Wołowik, A. M., & Wach, D. (2024). <i>How to bite it?: Germans, Poles, chocolate, and beyond</i> . Logos Verlag Berlin. 2. Nikodemska-Wołowik, A. M., Wach, D., Andruszkiewicz, K., & Otukoya, A. (2021). Conscious shopping of middle-classconsumers during the pandemic: Exploratory study in Mexico, Nigeria, Poland, and Sri Lanka. <i>International Journal ofManagement and Economics</i> , 57(3), 209-219. 3. Solomon, M., <i>Consumer Behavior: Buying, Having, and Being</i> , Pearson, Boston 2017.	
	Supplementary literature	1. Hackett P.M.W. (ed.), <i>Qualitative Research Methods in Consumer Psychology: Ethnography and Culture</i> , Routledge,Taylor&Francis, New York 2016. 2. Nikodemska-Wolowik A.M., F. Cumberland, H. Stubbe Solgaard,The Effects of Consumer Ethnocentrism and Country ofOrigin on Polish Consumers Evaluation of Foreign Manufactured Products, <i>Journal of East-West Business</i> ", Volume 16, no. 3/2010. 3. Nikodemska-Wolowik, A.M., Zientara, P. and Zamojska, A. (2021), "A family enterprise collective certification trademark:consumer insight", <i>Journal of Family Business Management</i> , Vol. 11 No. 2, pp. 185-199.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	For example: Social, cultural & cross-cultural determinants of consumer behaviour.		
Work placement	Not applicable		

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