University of Gdańsk

Subject card

Subject name and code	Buyer Behaviour, PG_00199279						
Field of study	International Economic Relations						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2028/2029		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group 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	3		Language of instruction		Polish		
Semester of study	6		ECTS credits		4.0		
Learning profile	academic		Assessment form		exam		
Conducting unit	Department of Sustainable Market Processes -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Anna Nikodemska-Wołowik				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	15.0	0.0	45
	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	45		0.0	55.0	100	
Subject objectives	Familiarizing 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_W09] has a 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 the individual consumer operating in the socio-economic structures in the international environment. The student is capable of independently identifying and diagnosing problems, and of responsibly making decisions regarding the selection and application of research methods and theories within the scope of the project. They also consult the project's assumptions and progress with the course instructor during consultations and project sessions.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
[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. The student is capable of independently identifying and diagnosing problems, and of responsibly making decisions regarding the selection and application of research methods and theories within the scope of the project. They also consult the project's assumptions and progress with the course instructor during consultations and project sessions.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
[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
[MSGL3_W11] has a 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. The student is capable of independently identifying and diagnosing problems, and of responsibly making decisions regarding the selection and application of research methods and theories within the scope of the project. They also consult the project's assumptions and progress with the course instructor during consultations and project sessions.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report

Subject contents

The subject covers the following topics:1. Classification of internal determinants of buyer behavior.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 research.8. Classification of external conditions of the buyer's behavior.9. The importance of reference groups and opinion leaders.10. Application of Veblen's circles.11. The influence of cultural factors.12. Situational conditions and buyer's behavior.13. Individual buyer behavior as a subject of qualitative marketing research.14. The concept and classification of consumer risk.15. Methods of reducing consumer risk.16. WOM as a method of informal communication.17. Product brand relations with the consumer.18. Buyer's perception of brand personality. 19. Conditions for making purchase decisions.20. Stages of the purchasing decision-making process.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 marketing research.25. The essence and importance of projection techniques.26. Techniques supporting the conduct of qualitative marketing research.27. Organization of qualitative marketing research.28. Current tendencies in the behavior of buyers in highly developed countries.29. Current trends in the behavior of Polish buyers. Typology of buyers.30. Purchasing behavior of segments of children and teenagers.31. Changes in buyer behavior during the COVID-19 pandemic.

Any doubts arising during designing the project will be addressed during the project hours.

Prerequisites and co-requisites

Knowledge of the basics of marketing and marketing elements.

<table>
<tr><td>Assessment methods and criteria</td><td colspan="2"><table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>project</td><td>51.0%</td><td>20.0%</td></tr>
<tr><td>written exam</td><td>51.0%</td><td>80.0%</td></tr>
</table></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td>1. Foxall G., Advanced Introduction to Consumer Behavior Analysis, Edward Elgar Publishing, Cheltenham 2017.2. Nikodemska-Wołowik A.M., Klucz do zrozumienia konsumenta. Jakościowe badania marketingowe, Verde, Warszawa 2008.3. 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. International Journal of Management 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.</td></tr>
<tr><td>Supplementary literature</td><td>1. Brack, A., Nikodemska-Wołowik, A. M., & Wach, D. (2024). How to bite it?: Germans, Poles, chocolate, and beyond. Logos Verlag Berlin.

2. Nikodemska-Wołowik, Przedsiębiorstwa rodzinne z perspektywy konsumentów w pracy zbiorowej pod red. K. Safina & R.Wszystkie prawa Zajkowskiego , Przedsiębiorstwa rodzinne w Polsce: stan i perspektywy rozwoju, C.H. Beck 2021.

3. 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.</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="2">e.g.: Methods of reducing buyer risk and the consequences of experiencing it.</td></tr>
<tr><td>Work placement</td><td colspan="2">Not applicable</td></tr>
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