

Subject card

Subject name and code	Psychology of Online Consumer Behaviour, PG_00199381						
Field of study	Economics						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2026/2027		
Education level	Master'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	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		3.0		
Learning profile	academic		Assessment form		exam		
Conducting unit	Division of Electronic Economy -> Department of Maritime Transport and Seaborne Trade -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Jacek Winiarski, prof. UG				
	Teachers		dr hab. Jacek Winiarski, prof. UG mgr Paweł Smoliński				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	20.0	0.0	50
	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	50		0.0		25.0	75
Subject objectives	The course aims to familiarize students with psychological aspects of consumer behavior in the online environment, with particular emphasis on decision-making processes, social media influence, and modern marketing strategies' impact on online purchasing behavior.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONMU2_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; can assess risks and threats and find ways of counteracting their effects	Student can creatively analyze online consumer behavior and predict e-commerce trends, demonstrating an entrepreneurial approach in identifying new market opportunities. They can adapt to changing digital market conditions, identify potential threats and opportunities in e-commerce, and propose innovative solutions to problems related to consumer behavior on the internet.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[EKONMU2_U02] can use acquired knowledge to describe and analyse the causes and course of economic and social processes and phenomena, and can formulate his/her own opinions and critically select data and analysis methods based on the achievements of economic and social sciences	Student can critically analyze and interpret data regarding consumer behavior in the digital environment, using advanced analytical tools and knowledge of consumer psychology. They can formulate their own opinions about market trends, online purchasing behaviors, and the effectiveness of various marketing strategies.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[EKONMU2_W05] has a knowledge of the human being as a manufacturer and consumer and has a knowledge of the human being as a creator of culture and social structures	Student understands and can explain psychological mechanisms of consumer behavior in the digital environment, including purchase decision-making processes, the impact of internet content and advertising on purchasing behavior, the role of opinions and recommendations in the purchasing process, and psychological aspects of consumer loyalty in e-commerce. They can identify and describe key factors influencing customer satisfaction and engagement in the online environment.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[EKONMU2_W02] has an in-depth knowledge of various types of existing economic entities and organisations as well as an extended knowledge of public institutions	Student has in-depth knowledge about the functioning of e-commerce entities and organizations operating in the internet space, with particular emphasis on business models, marketing strategies, and ways of building customer relationships in the digital environment. They understand the specifics of sales platforms, social media, and other entities shaping online consumer behavior.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[EKONMU2_U08] can independently analyse economic and social phenomena and processes, and can perform a theoretically deepened assessment of such phenomena, using appropriately selected research method	The student is able to conduct a comprehensive analysis of consumer behavior on the Internet by preparing an individual or group project using appropriate research methods, including web data analysis, online survey research, customer journey analysis, and user experience (UX) analysis. The project is discussed and approved during consultations with the course instructor and subsequently presented in class.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report

	Course outcome	Subject outcome	Method of verification
	[EKONMU2_K02] is aware of the level of their knowledge in the area of solving complex problems in economic,; understands the need to extend and update this knowledge throughout his/her life	Student understands the need for continuous updating of knowledge about consumer behavior in the dynamically changing digital environment, demonstrating a proactive attitude in tracking new trends and phenomena in e-commerce. They can independently identify areas requiring deeper knowledge and systematically develop their competencies in online consumer psychology. They are aware of the importance of lifelong learning in the context of the rapidly evolving digital economy. An expression of this awareness is the deepening of knowledge also through the use of consultations.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
Subject contents	1. Introduction to Consumer Psychology in the Internet * Basic concepts and definitions * Specifics of consumer behavior in digital environment * Differences between online and offline behaviors2. Cognitive and Emotional Processes in Online Consumer Behavior * Information processing during online shopping * Role of emotions in online purchase decision making3. Psychological Aspects of Decision Making in E-commerce * Kahneman and Tversky's Prospect Theory * Heuristics and cognitive biases in digital environment * Impact of choice architecture on purchase decisions (Thaler and Sunstein's Nudge Theory)4. Social Proof and Social Influence Online * Role of online opinions and recommendations (Cialdini's principles of social influence) * Psychology of social media (social proof effect) * Influencer marketing and its impact on consumer behavior (Gerbner's cultivation theory)5. Personalization and Psychology of Big Data * Utilization of user behavior data (McCrae and Costa's OCEAN model) * Psychological aspects of content personalization (Schwartz's paradox of choice) * Privacy and trust in digital environment6. User Experience (UX) and Psychology of Design * Psychological foundations of interface design (Jakob Nielsen's UX laws) * Impact of UX on shopping behavior (Csikszentmihalyi's flow theory) * Acceptance models (TAM model, UTAUT)7. New Trends in E-commerce Psychology: * Augmented and virtual reality in consumer behavior (Short's social presence theory) * Artificial intelligence and chatbots (Turing test and its implications for e-commerce) * Mobile commerce and psychology of mobile shopping (Fishbein and Ajzen's utility theory) The student discusses these issues during consultations with the course instructor		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Individual or group project	51.0%	60.0%
	Oral statement, conversation, discussion	51.0%	40.0%
Recommended reading	Basic literature	Maison, D., & Stasiuk, K. (2014). Psychologia konsumenta. Wydawnictwo Naukowe PWN.	
	Supplementary literature	Whitty, M. T., & Young, G. (2016). Cyberpsychology: The study of individuals, society and digital technologies. BPS Blackwell.	
		From information systems theory to market intelligence: heterogeneous Technology Acceptance Models as a tool for product analysis Smoliński Paweł*, Januszewicz Joseph, Winiarski Jacek, W: Harnessing opportunities: reshaping ISD in the post-COVID-19 and generative AI era (ISD2024 proceedings) / Marcinkowski Bartosz [i in.] (red.), Proceedings of the International Conference on Information Systems Development, 2024, Gdańsk, Uniwersytet Gdańsk	
	eResources addresses		

Example issues/
example questions/
tasks being completed

Sample topics (suggested themes):

1. Psychological analysis of SHEIN's social media strategy

- Study of FOMO mechanisms in the app
- Analysis of user micro-reward systems
- UX impact on young consumers' purchasing behaviors

2. Psychological aspects of "Żappka's" success

- Analysis of offer personalization in the app
- Study of gamification mechanisms (points, missions, badges)
- Impact on changing consumer purchasing behaviors

3. Netflix - psychology of content personalization

- Analysis of recommendation system
- Study of autoplay and preview impact on engagement
- Psychological aspects of user interface

4. Influencers' impact on purchasing behaviors

- Analysis of social proof mechanisms
- Study of effectiveness of different influencer types
- Psychology of authority building in beauty influencer marketing

5. Psychological analysis of Spotify Wrapped's success

- Personalization and gamification mechanisms
- Impact on user engagement

- Viral potential of personalized summaries

6. Psychology of design patterns in Booking.com

- Analysis of scarcity mechanisms (limited availability)
- Study of reviews and ratings impact on decisions
- Psychological aspects of urgency (time pressure)

7. TikTok Shop - psychology of impulse buying

- Analysis of user engagement mechanisms
- Study of live shopping format impact
- Psychological aspects of social commerce integration

8. Zalando - psychology of fashion personalization

- Analysis of outfit recommendation mechanisms
- Study of virtual try-on impact
- Psychological aspects of building personal style online

9. LinkedIn Premium - FOMO psychology in professional development

- Analysis of premium features mechanisms
- Study of social proof impact on subscriptions
- Psychological aspects of professional positioning

10. Discord Nitro - psychology of building status in online communities

- Analysis of digital prestige mechanisms
- Study of personalization impact on engagement

	- Psychological aspects of group belonging For each topic, students should: 1. Analyze specific psychological mechanisms 2. Present data and statistics (if available) 3. Discuss ethical implications 4. Propose their own recommendations 5. Prepare a case study of a specific campaign/feature
Work placement	Not applicable

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