

Course title	Contemporary Consumers - Rational or Emotional?					ECTS code	14.03.5338				
						ECTS credits	5				
						max. students	25				
Name of unit administrating study	OTHER	Field of study	Economics/MSG**	Field of specialisation	NONE;						
Teaching staff	Anna Maria Nikodemaska-Wołowik, Associate Professor										
Number of hours											
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0
Forma aktywności						Year&Type of studies*	2 SS2,				
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	3,				
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:	optional				
Total number of hours:						0	Language of instruction:	English			
Teaching form	in-class learning Faculty of Economics building										
Teaching methods	Collaborating, group activities, Case studies, Discussion, questioning, Activating methods in training classes, Lectures including multimodal presentations, 30 hours divided into lectures and teamwork										
Prerequisites (required courses and introductory requirements)											
Required courses	Fundamentals of economics, marketing and marketing research										
Introductory requirements	Students must be familiar with some key areas - elements of marketing, market research and introductory fundamentals of consumer behaviour.										
Assessment method, forms and criteria											
Assessment method	Course completion (graded)										
Assessment criteria	The test consists of circa 15 questions with 3 optional answers given (single-choice test). The scope embraces crucial issues presented during lectures and/or prepared by students as a homework. The grading scale is consistent with study regulations. Moreover, as a teamwork, the students will prepare a common presentation in small groups (including 3-4 persons) on a topic regarding current phenomena in consumer behaviour, typical in their countries. This teamwork will also influence the final grades. Additionally, the students' participation in classroom discussions and other activities like answering properly the questions asked by the lecturer will be taken into account. The proportions of the final mark are as follows: test = 40%, teamwork = 30%, active participation = 30%.										
Course objectives											
The aim of the 30hr course is to deepen students' knowledge in the field of market as well as personal determinants of consumer behaviour in the contemporary turbulent socio-economic environment.											
Learning outcomes											
Knowledge	MSG2_W07	The student has an in-depth knowledge of selected rules, particularly these ethical and legal related to consumer behaviour, conditioning the functioning of economic structures and institutions on the international market; understands the regularities governing them, changes occurring in them and their sources, and their impact on the functioning of economic entities.									
	MSG2_W08	Regarding consumer behaviour, the student knows and understands the terms and principles of intellectual property protection and copyright law; understands the necessity of intellectual property management.									
	MSG2_W14	The student has an in-depth knowledge of the human being as an individual consumer who makes purchasing decisions, acting in social structures and organisational units, in particular in enterprises operating on the international market.									
	E2_W05	The student has an extended knowledge of the human being as an individual consumer and extended knowledge of the human being as a creator of culture and social structures.									
	E2_W03	Regarding consumer behaviour, the student has an in-depth knowledge of relations									

		between economic phenomena, individual buyers and organisations as well as public institutions functioning in the national, international and intercultural spheres.
	E2_W10	From the consumer perspective, the student knows the terms and principles of protection of intellectual property and understands the necessity of management of intellectual property resources.

Verification of learning outcomes - Knowledge

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG2_W07			X					X	X		
MSG2_W08			X					X	X		
MSG2_W14			X					X	X		
E2_W05			X					X	X		
E2_W03			X					X	X		
E2_W10			X					X	X		

Skills		
MSG2_U01	The student can creatively interpret and explain complex phenomena in consumer behaviour, using the acquired knowledge in economics and international economic relations.	
MSG2_U03	The student can identify and analyse relations between consumers, firms and economic institutions in their national and international environment.	
MSG2_U06	The student can identify types of risks related to consumer decisions and correctly determine their consequences and methods of mitigation, with a skilful application of theory, using appropriate research method.	
E2_U02	The student can use acquired knowledge to describe and analyse the causes and course in which consumers are involved, and can formulate his/her own opinions and critically select data based on the achievements of economic and social sciences.	
E2_U10	The student has an advanced ability to prepare specialist oral presentations on consumer behaviour, using specialist theoretical approaches, the principles of collecting various sources of data, their description and interpretation, and drawing conclusions based on scientific literature; can prepare and conduct a debate.	
E2_U13	The student can manage teamwork as well as interact and work in a team (including in an international environment) assuming a leading role in it.	

Verification of learning outcomes - Skills

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG2_U01								X	X		
MSG2_U03			X					X	X		
MSG2_U06			X					X	X		
E2_U02			X					X	X		
E2_U10								X	X		X
E2_U13			X					X	X		

Attitudes		
MSG2_K05	Regarding consumer behaviour, the student is ready to initiate actions in the public interest, inspire and organise projects for the benefit of the environment and the international business community, in accordance with the idea of sustainable development and the resulting legal, economic, ecological, political and social requirements.	
MSG2_K07	Regarding consumer behaviour, the student is ready to observe and develop the principles of professional ethics and corporate social responsibility, takes into account	

		changing social needs, respects the diversity of opinions and cultures, and is professional and loyal towards the employer.
	E2_K01	The student recognises the importance of knowledge in the field of consumer behaviour in the process of identifying and solving problems in purchasing decision process.
	E2_K05	The student correctly identifies, diagnoses and solves dilemmas and alternative solutions related to the field of consumer behaviour..

Verification of learning outcomes - Attitudes

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG2_K05								X	X		
MSG2_K07								X	X		
E2_K01								X	X		
E2_K05								X	X		

Course contents

1. Basic terms: buyer, consumer, decision-maker.
2. Psychological determinants among the influences of consumer behaviour.
3. Situational factors and their impact on consumer behaviour.
4. Emotional decisions and their role in purchasing process.
5. Significance of consumer risk and cognitive dissonance theory.
6. Classification of consumer risks.
7. Decision making process in the conditions of an increased risk.
8. Can be the Veblen's theory applicable to contemporary consumer research?
9. Emotions, action, thinking - is this a mode of consumer behaviour in XXI century?
10. Shaping relations: consumers and brands.
11. Variety of disciplines used in consumer research.
12. Neurology and neuropsychology in consumer research.
13. Ethical aspects of the advanced research techniques.
14. Human emotions and cultural conditions.
15. Which economic theories can reflect contemporary consumer behaviour? (most of the aforementioned themes for 2 meetings)
16. Influence of the worldwide crisis (pandemic, war, etc.) on consumer habits.

Recommended reading lists
Basic literature:

1. Foxall G., *Advanced Introduction to Consumer Behavior Analysis*, Edward Elgar Publishing, Cheltenham 2017.
2. Nikodemska-Wołowik, A. M., Wach, D., Andruszkiewicz, K., & Otukoya, A. (2021). *Conscious shopping of middle-class consumers during the pandemic: Exploratory study in Mexico, Nigeria, Poland, and Sri Lanka*. *International Journal of Management and Economics*, 57(3), 209-219.
3. Solomon, M., *Consumer Behavior: Buying, Having, and Being*, Pearson, Boston 2017.

Complementary literature

1. Hackett P.M.W. (ed.), *Qualitative Research Methods in Consumer Psychology: Ethnography and Culture*, Routledge, Taylor & Francis, New York 2016.
2. Morin Ch., Renvoise P., *The Persuasion Code: How Neuromarketing Can Help You Persuade Anyone, Anywhere, Anytime*, J. Wiley & Sons, New Jersey 2018.
3. Poier, S., Nikodemska-Wołowik, A. M., & Suchanek, M. (2022). How higher-order personal values affect the purchase of electricity storage - evidence from the German photovoltaic market. *Journal of Consumer Behaviour*, 21, 909-926. <https://doi.org/10.1002/cb.2048>

Contact
anna.nikodemska-wolowik@ug.edu.pl,

* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations