

## **Abstract**

The model of consumer behaviour under conditions of technological changes  
on the running events market

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Consumer behaviour is one of the most important areas of marketing. The formulation of a proper marketing strategy by economic entities depends on knowing and understanding the consumer - his needs, desires, attitudes, habits and preferences. The thesis formulated in the paper is as follows: the factors accompanying the decision to participate in running events are evolving as a result of technological changes. The basic research problem of the dissertation is the answer to the question: how to shape an attractive offer of running events in order to best meet the needs of runners. The main problem is supported by the research questions. The main theoretical and cognitive objective is to identify consumer behaviour in different phases of the decision-making process in the running events market. The main utilitarian objective is to develop a model of consumer behaviour in the running events market aimed at event organizers (and other stakeholders), supporting the building of competitive advantage.

The dissertation is based on the classic layout, which consists of five chapters, preceded by an introduction and summarized by a conclusion. The first three chapters are theoretical, while the next two are empirical. In the literature part, secondary data were used, and in the empirical part, primary data were obtained. The dissertation uses triangulation, i.e., several research methods that allow analyzing consumer behaviour from various perspectives.

In the first chapter an attempt was made to organize issues in the field of consumers' behaviour and an analysis of the current state of knowledge about buyers' behaviour on the market was made. The specific features of modern consumers are presented, Then the factors influencing their behaviour were characterized. A review of simple and complex models of purchasing decisions by consumers was made. A complex cognitive model consisting of five stages was chosen as a basis for further analysis.

The second chapter organizes the terminology related to digital transformation and analyzes technological solutions that determine changes in consumer behaviour. The second

chapter organizes the terminology related to the digital transformation and analyzes the technological solutions determining changes in consumer behaviour. As the basis for further considerations, commonly adopted technologies (internet, mobile devices and social media) and emerging technologies (virtual and augmented reality, big data and artificial intelligence, as well as wearable devices) have been distinguished. Changes in consumer behaviour resulting from technological developments are shown, including consumer acceptance of technology and the directions of changes in purchase paths. The evolution of marketing concepts was presented and the essence of experience marketing on the running events market was determined.

The third chapter describes the development and specificity of the running events market. A quantitative and qualitative review of previous research in the field of running events was made. The development of the running market was characterized, starting from the importance of physical activity, through treating running as a serious leisure activity, also showing the popularity of running in Poland and abroad, ending with the characteristics of individual entities on the running market. Then, the analysis of running events was performed and the types of organized events were characterized. The directions of the development of running tourism were indicated and the stakeholders of running events were identified. The characteristics of participants of running events was determined, the key segments of customers on this market and the motives of their participation were presented.

Chapter four presents running event participant behaviour based on the author's own research. The goals and assumptions of empirical research were discussed, including the survey research method and the observation method. The first part of the chapter presents the results of the survey. The characteristics of the respondents were presented and the following were determined: participation in various types of running events, expectations and motives of participants, recognition of the need to start, sources of information searching, comparison of events and decision to participate, behaviour after participating in a running event, and the use and acceptance of technological products by runners. The second part of the chapter describes the results of observations of runners' activity on the social networking site. Runners' activity on Facebook pages and groups and running event events was analyzed, and the role of social networking in runners' pre-purchase and post-purchase behaviour was determined. Netnography has enabled the use of publicly available qualitative data to understand the needs and decisions influencing consumers.

Chapter five shows the behaviour of participants in running events and the resulting implications for event organizers. As part of the analysis of the customer journey in the conditions of technological changes on the market of running events, the following were shown:

phases of participant's behaviour in running events, stages of journey of a running event participant, touchpoints generating experience throughout the entire customer journey, and a comprehensive model of consumer behaviour who participates in a running event. An original definition of a running event was presented, a typology of running events and a pyramid of needs of a participant in a running event were proposed. Then, the trends in the behaviour of participants in running events and the elements that make up the attractiveness of running events were shown.