

61761 - Online consumer characteristics

Syllabus Information

Academic year: 2024/25

Subject: 61761 - Online consumer characteristics

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 555 - Master's in Management, Strategy and Marketing

ECTS: 3.0

Year: 1

Semester: Second semester

Subject type: Optional

Module:

1. General information

This subject aims to introduce students to the main advances in the study of consumer behaviour in digital environments. To this end, it analyses aspects such as the role of trust in online relationships, loyalty on the internet, the influence of social networks on individual behaviour and the generation of *word-of-mouth*. Likewise, it shows the lines of research with the greatest projection.

2. Learning results

- To define the concept of trust, as well as its main components.
- To differentiate the main antecedent factors and consequences of online consumer confidence.
- To describe the determinants of consumer loyalty on the internet.
- To differentiate between social network and virtual community.
- To identify the different types of virtual communities and how they affect the online consumer.
- To explain the different types of participation in social media and their determinants.
- To describe the concept of eWOM, its main types, determinants and consequences.
- To explain the main research trends in online consumer behaviour.
- To communicate both orally and in writing the results of the activities and works performed.

3. Syllabus

1. Introduction to online consumer behaviour and social media research.
2. Consumer trust in the internet: definition, relevance, background and consequences.
3. Online consumer loyalty.
4. Social networks, virtual communities and consumer behaviour.
5. Online recommendations and eWOM.
6. New opportunities and trends in online consumer research (artificial intelligence, augmented reality, virtual reality,...).

4. Academic activities

Theoretical classes: sessions in which the teacher in charge explains the content of the subject, encouraging student participation at all times. 15 h.

Practical classes: sessions that involve the presentation and discussion of research articles and works carried out by the students. 15 h.

Work preparation and autonomous study: 45 hours.

5. Assessment system

The assessment of the subject in the FIRST CALL is carried out through a system of CONTINUOUS ASSESSMENT. It consists of a series of theoretical-practical tests:

- Work T1 (40% of the final grade): The student must work on several articles during the term, write a report on each, and defend them orally.
- Work T2 (60% of the final grade): Proposal of a research project directly related to the subject's syllabus or a bibliographic review of some of the most relevant variables, models or theories studied. The assessment of the work will be based on its contents and the correctness of the oral and written presentation.

Students who do not opt for continuous assessment, do not pass the subject according to this system or would like to improve their grade are entitled to take a global test. In any case the best of the grades obtained will prevail.

In the SECOND CALL, there will be a global written test, on the official date established by the centre. It will be of a theoretical-practical nature on the contents seen in both the theoretical and practical sessions.

6. Sustainable Development Goals

- 5 - Gender Equality
- 8 - Decent Work and Economic Growth
- 9 - Industry, Innovation and Infrastructure