



COURSE SYLLABUS

Consumer Behaviour in Online Contexts, 7.5 credits

Konsumentbeteende i online-sammanhang, 7,5 högskolepoäng

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| Course Code: TKTR24 | Education Cycle: Second-cycle level |
| Confirmed by: Dean Mar 1, 2024 | Disciplinary domain: Technology |
| Valid From: Aug 1, 2024 | Subject group: IF1 |
| Version: 1 | Specialised in: A1N |
| | Main field of study: Informatics |

Intended Learning Outcomes (ILO)

After a successful course, the student shall:

Knowledge and understanding

- display knowledge of the various consumer behavior concepts, theories, and principles (e.g., determinants of behaviour, technology acceptance and usage) and their use in the development and improvement of digital products
- demonstrate comprehension of the use of the various consumer behaviour concepts, theories, and principles (e.g., determinants of behaviour, technology acceptance and usage) in the online context

Skills and abilities

- demonstrate the ability to use the consumer behavior concepts, theories, and principles to clarify how consumers use digital products
- demonstrate the ability to contrast the use of these principles in a range of digital products

Judgement and approach

- demonstrate the ability to critically reflect on consumer behavior concepts, theories, and principles in digital products and their use by consumers
- demonstrate the ability to advise organisations and digital developers regarding the suitability of digital products to satisfy the needs of consumers

Contents

Consumers as users are critically important to the success of digital products such as websites, applications (apps) and video games. This course seeks to provide the student with the necessary understanding of how consumers behave in online contexts and their interaction with digital products. The focus in this course includes the models, theories, and principles that can be used to understand the reactions of consumers to digital products to improve the user experience.

The course includes the following elements:

- The nature and importance of consumers in the success of digital products

- Business and final consumers and their use of digital products
- Individual and group determinants of consumer behavior in an online context
- Gamers as consumers of digital products
- The online customer journey, decision-making, and transaction abandonment
- The relevant consumer behavior models, theories, and concepts that explain the success of digital products including models such as Acceptance Models (e.g., UTAT2, TAM) and Technology Readiness Index (TRI)

Type of instruction

The teaching includes both lectures and seminars. Students are expected to take responsibility to master the course literature and complete the assignments.

The teaching is conducted in English.

Prerequisites

The applicant must hold the minimum of a bachelor's degree (i.e., the equivalent of 180 ECTS credits at an accredited university) with at least 90 credits in Informatics, Computer Engineering, Computer Science, or equivalent. Proof of English proficiency is required.

Examination and grades

The course is graded 5,4,3 or Fail.

All assignments are individual unless otherwise specified by the course manager. No collaboration allowed. The final grade for the course is based upon a balanced set of assessments. The final grade will only be issued after satisfactory completion of all assessments.

Registration of examination:

| Name of the Test | Value | Grading |
|-------------------------------|-------------|---------|
| Individual Assignment | 2.5 credits | 5/4/3/U |
| Individual reflective journal | 1 credit | U/G |
| Individual examination | 4 credits | 5/4/3/U |

Course literature

The literature list for the course will be provided 8 weeks before the course starts.

Scientific articles will be handed out during the course.