

# Psychology of the Consumer

Syllabus Number

SOP-305

Elective

2 credit

HORITA, Yutaka

## 1. Course Description

We go shopping every day. Therefore, consumer behavior is closely related to our daily life. In this course, we will learn psychological mechanisms behind human decision-making behavior and influence of individuals' decisions on society. We will also learn knowledge of cognitive science, behavioral economics, and social psychology.