

Consumer Psychology: Understanding the Mind of the Buyer

Duration: 8 Hours

Course Overview

This course equips participants with the essential skills and Understanding Consumer Decision-Making Processes, participants will gain insights into how consumers make purchasing decisions, including the psychological factors.

Course Outline:

Module 1: Introduction to Consumer Psychology

- What is consumer psychology?
- The buyer's mind: emotional vs. rational thinking
- Key models of consumer decision-making
- Fast vs. slow thinking (Kahneman's System 1 & 2)

Module 2: The Psychology of Perception & Attention

- How consumers filter information
- Visual perception: colors, images, layout
- Attention triggers: novelty, emotion, relevance
- The role of branding in perception

Module 3: Motivation, Needs & Emotional Drivers

- Handling Interruptions (How to protect your productive time?)
- Maslow's hierarchy and modern adaptations
- Psychological vs. functional buying motives
- Fear, desire, identity, and social belonging as motivators
- Impulse buying & emotional decision-making

Module 4: The Influence of Social Factors

- Social proof, peer influence, and reviews
- Herd behavior and conformity
- Cultural norms and buyer expectations
- How influencers affect consumer behavior

Module 5: Cognitive Biases in Consumer Decisions

- Incorporating Humor Appropriately
- Anchoring, framing, scarcity, and loss aversion
- Choice overload and the paradox of choice
- How marketers use (and misuse) these biases
- The ethics of behavioral nudging

Module 6: Habit Formation & Brand Loyalty

- The psychology of habits: cue-routine-reward cycle
- How brands build repeat behavior
- Creating emotional connections and loyalty loops
- Designing customer experiences that stick