



# *The Hebrew University of Jerusalem*

## *Syllabus*

### **CONSUMER BEHAVIOR - 71726**

*Last update 07-05-2024*

*HU Credits:* 3

*Degree/Cycle:* 1st degree (Bachelor)

*Responsible Department:* Environmental Economics & Management

*Academic year:* 0

*Semester:* 2nd Semester

*Teaching Languages:* Hebrew

*Campus:* Rehovot

*Course/Module Coordinator:* Prof. Eyal Ert

*Coordinator Email:* [eyal.ert@mail.huji.ac.il](mailto:eyal.ert@mail.huji.ac.il)

*Coordinator Office Hours:* Sunday 15:00-16:00

*Teaching Staff:*

Course/Module description:

Consumer behavior is the study of relationships – psychological, sociological and cultural – humans have with objects and services which serves them in their life. Understanding the consumer behaviour discipline is necessary for developing capacities for attitude changing in general and particularly in marketing and persuasive communications.

The course focuses in understanding the consumer as an individual who lives in social and cultural systems, introducing the relevant theories and updated professional methods in the field of influencing attitudes, perceptions, beliefs and actual consumption behavior.

Course/Module aims:

Main objectives include learning the:

- Key relevant theories in cognitive psychology and behavioral economics.
- The building blocks of consumer behavior process: motivations, search, attention & perception, judgement & decision making.
- Research methods available for studying consumer behavior
- understand the implications of the "information age" on consumers and marketers

Learning outcomes - On successful completion of this module, students should be able to:

On successful completion of this course, students will be able to:

- +Describe and analyze consumption behavior and its different phases
- +Explain the psychological mechanisms that trigger consumer behavior.
- +Identify and manipulate cognitive biases affecting consumer's memory, information search, decision making and attitudes.
- + Analyze persuasive communications and evaluate them by professional parameters.
- +Choose and use the appropriate research methods for mapping, identifying and evaluating consumer behavior.

Attendance requirements(%):

100

Teaching arrangement and method of instruction: Lectures and class discussions  
Reading of experiential case studies and academic papers

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Course/Module Content:

Course Content:

Psychological models of motivations  
The internal & external search for information  
Attention & perception – information processing  
Learning theories and the formation of attitudes  
Persuasion processes  
Post-purchase behavior  
Consumer research methods

Required Reading:

Judy Graham (2004) *Critical Thinking in Consumer Behavior: Cases and Experiential Exercises*. Pearson, Prentice Hall, 2004

Additional Reading Material:

*Consumer Behavior (4th-6th Edition)* by Wayne D. Hoyer, Deborah J. MacInnis

Norton, M. I., Rucker, D. D., & Lamberton, C. (Eds.). (2015). *The Cambridge Handbook of Consumer Psychology*. Cambridge University Press. (ebook available in the library)

Grading Scheme:

Written / Oral / Practical Exam 50 %  
Active Participation / Team Assignment 15 %  
Submission assignments during the semester: Exercises / Essays / Audits / Reports / Forum / Simulation / others 20 %  
Other 15 %

Additional information:

Attendance to the weekly meetings is mandatory.

The exercises will be "magen". In case an exercise will not be submitted, the weight of the exam will increase according to the weight of that exercise.

This "syllabus" is only a summary of main characteristics of the course and does not replace the detailed syllabus that appears on the course website. The detailed syllabus is the one determining the course description, its goals, and its requirements and evaluation.