

Postgraduate Certificate

Consumer Psychology in the Purchase Decision Processes





Postgraduate Certificate Consumer Psychology in the Purchase Decision Processes

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University Graduates who have previously completed any of the degrees in the fields of Social and Legal Sciences, Administrative and Business Sciences.

Website: www.techtute.com/in/school-of-business/postgraduate-certificate/consumer-psychology-purchase-decision-processes

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01 Welcome

An exhaustive knowledge of the analyses that a consumer makes before purchasing a product is essential for companies seeking to position their products among the public's favorites. Based on this type of research, companies in sectors such as Fashion or the Food Industry are able to run more effective campaigns and increase their sales. At the same time, professionals who manage these competencies manage to boost their careers in management and leadership in the field of marketing and advertising. TECH wants to support the graduates in the acquisition of these skills and offers them a 100% online program where they will analyze the most up-to-date content in this area through innovative teaching materials and multimedia resources such as videos, infographics and interactive summaries.



Postgraduate Certificate in Consumer Psychology in the Purchase Decision Processes.
TECH Technological University



“

Master the application of effective marketing strategies to increase sales with this comprehensive TECH Postgraduate Certificate”

02

Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.



“

TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"

At TECH Technological University



Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"*Microsoft Europe Success Story*", for integrating the innovative, interactive multi-video system.



The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% | of TECH students successfully complete their studies



Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

+100000

executives prepared each year

+200

different nationalities



Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

+500

collaborative agreements with leading companies



Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, volume + technology = a ground-breaking price. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"

03

Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level”

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

01

A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of students achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06

Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

20% of our students develop their own business idea.

07

Improve *soft skills* and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08

You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Technological University community.

We give you the opportunity to study with a team of world-renowned teachers.

04

Objectives

With this Postgraduate Certificate, professionals will develop more and better practical skills for research on personality and lifestyles. At the same time, they will analyze different behavioral patterns, how to identify them and the process involved in attitude formation. Through all these competencies, graduates of this program will achieve their aspirations to occupy managerial positions and lead social transformation in the consumer system.



“

This program encourages the development of skills with which you will be able to make decisions in times of crisis related to the transformation of the customer's criteria in the purchasing process”

TECH makes the goals of their students their own goals too.
Working together to achieve them.

The Postgraduate Certificate in Consumer Psychology in the Purchase Decision Processes will enable students to:

01

Understand the psychological aspects of consumer behavior and their influence on the purchasing decision making process

04

Implement personality research skills and psychographics analysis methods in purchasing behavior

02

Analyze personality theories related to purchasing behavior and their application in Marketing strategies

03

Identify the different behavioral patterns and lifestyles of consumers and how they influence their buying process

05

Understand the role of memory in purchase decision making and its influence on the formation of consumer attitudes and behaviors



06

Apply cognitive strategies to help consumers make informed and rational decisions in the purchasing process

08

Determine costs and benefits in consumer helping behavior and their application in the commercial environment

09

Choose structural models of attitudes and their application in consumer attitude formation and change

07

Master the elements of consumer perception and image formation and how they influence buying behavior

10

Consolidate practical skills in the design and implementation of marketing and advertising strategies based on the knowledge acquired in the program



05

Structure and Content

This program is taught in a 100% online format and adapts to the student's availability, schedule and interests. Therefore, during 6 weeks, they will have the opportunity to acquire competencies for the management of the psychological aspects involved in consumer behavior. In addition, with didactic methods such as Relearning, they will develop practical experiences of great value for their professional careers.



“

The contents of this program are taught 100% online, on a platform with multiple multimedia materials that can be downloaded or accessed through any mobile device”

Syllabus

Consumer Psychology is a discipline that focuses on studying the internal and external processes that influence people's buying behavior. Professionals interested in leading market fluctuations will find the most up-to-date knowledge on these areas in this Postgraduate Certificate.

The syllabus offers a tour of the main theories that examine human personality and how they relate to the buying and selling experience. At the same time, it analyzes the combinations of values and lifestyles that impact people's attitudes when purchasing a product or service.

The program also stands out for addressing the role of memory in decision making, taking into account specific memories and emotions.

Therefore, graduates of the program will master different techniques and strategies for the combination of promotion trends.

Through this 100% online learning process, which lasts 6 weeks, professionals will complete an excellent preparation. This way, they will achieve all the necessary skills to stand out in the marketing and advertising sector, and to occupy different management positions in this field.

This Postgraduate Certificate takes place over 6 week and consists of 1 module:

Module 1

Consumer Psychology: impact of memory and personality on the buying process



Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Consumer Psychology in the Purchase Decision Processes completely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time.

A unique educational experience, key and decisive to boost your professional development and make the definitive leap.

Module 1. Consumer psychology: impact of memory and personality on the buying process.

<p>1.1. Psychological Aspects Related to Consumer Behavior</p> <p>1.1.1. Analysis and Contributions of Psychology to Consumer Behavior</p> <p>1.1.2. The Psychological Core: Internal Consumer Processes</p> <p>1.1.3. Consumer Understanding and Behavior</p>	<p>1.2. Personality Theories Related to Buying Behavior</p> <p>1.2.1. Psychodynamic Theory</p> <p>1.2.2. Humanistic Theory</p> <p>1.2.3. Trait Theory</p> <p>1.2.4. Personality Traits and Consumer Behavior</p>	<p>1.3. Consumer Personality and Behavior</p> <p>1.3.1. The Consumer as an Individual</p> <p>1.3.2. Facets of Personality</p> <p>1.3.3. Personality and the Understanding of Consumer Behavior</p>	<p>1.4. Psychographics: Values, Personality and Lifestyles. How Do They Influence Consumer Behavior?</p> <p>1.4.1. Values as an Influence on Consumer Behavior</p> <p>1.4.2. Personality Research Methods</p> <p>1.4.3. Behavioral Patterns and Lifestyle</p> <p>1.4.4. Psychographics: Combining Values, Personalities and Lifestyles</p>
<p>1.5. Memory as an Internal Influence on Consumption Behavior</p> <p>1.5.1. How Does the Brain Encode Information</p> <p>1.5.2. Memory Systems</p> <p>1.5.3. Associations: In What Ways Does the Memory Store Information</p> <p>1.5.4. Memory and Retrieval</p>	<p>1.6. The Role of Memory in Consumer Decisions</p> <p>1.6.1. Evocation of Memories</p> <p>1.6.2. Memory and Emotion</p> <p>1.6.3. Memory and Context</p> <p>1.6.4. Memory and Perceived Purchase Experience</p>	<p>1.7. Consumer Attitude Formation and Attitude Change</p> <p>1.7.1. Attitudes</p> <p>1.7.2. Structural Models of Attitudes</p> <p>1.7.3. Attitude Formation</p> <p>1.7.4. Attitude Change Strategies</p>	<p>1.8. Attribution Studies A Panoramic View from the Consumer's Perception</p> <p>1.8.1. Attribution Theory</p> <p>1.8.2. Sensory Dynamics of Perception</p> <p>1.8.3. Elements of Perception</p> <p>1.8.4. Image Formation in the Consumer</p>
<p>1.9. Helping Behavior as a Facilitator of Well-Being in Consumer Behavior</p> <p>1.9.1. Behavioral Help</p> <p>1.9.2. Costs and Benefits</p> <p>1.9.3. Providing or Requesting Help</p> <p>1.9.4. The Conduct of Assistance in the Commercial Sphere</p>	<p>1.10. Consumer Decision Making</p> <p>1.10.1. The Cognitive Component of Consumer Decision-Making</p> <p>1.10.2. Strategic Implications in Consumer Decisions</p> <p>1.10.3. Buying Behavior: Beyond Decision</p>		



This program facilitates your learning through innovative and original didactic methods such as Relearning”



06

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: ***Relearning.***

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”



This program prepares you to face business challenges in uncertain environments and achieve business success.



Our program prepares you to face new challenges in uncertain environments and achieve success in your career.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



07

Our Students' Profiles

The program is aimed at graduates, postgraduates and university graduates who have previously completed any of the following programs in the fields of Social and Legal Sciences, Administration and Economics.

The diversity of participants with different academic profiles and from multiple nationalities makes up the multidisciplinary approach of this program.

The Postgraduate Certificate may also be taken by professionals who, being university graduates in any area, have two years of work experience in the field of Consumer Psychology in the Purchase Decision Processes.





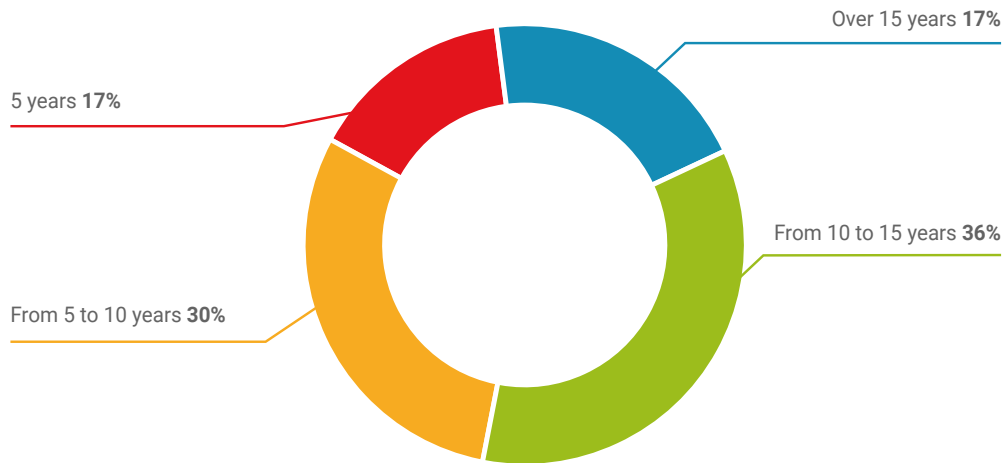
“

Develop skills for the identification of consumer needs and preferences with this Postgraduate Certificate”

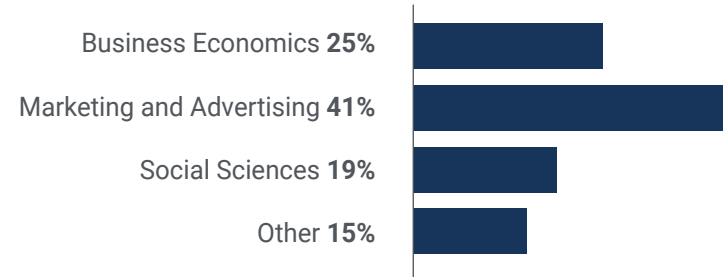
Average Age

Between **35** and **45** years old

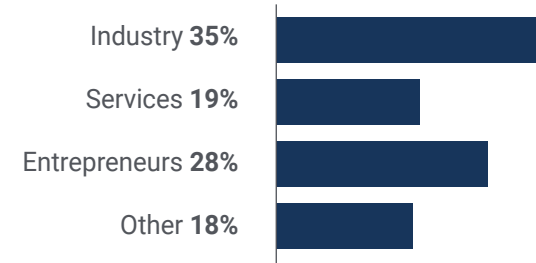
Years of Experience



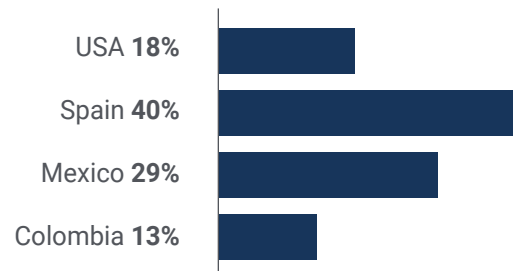
Training



Educational Profile



Geographical Distribution



Marieta Pomarés

Marketing Campaign Manager

"Understanding Psychographics and the role of memory in making purchasing decisions has helped me design more effective advertising campaigns that are adapted to the needs of the consumer. I owe it all to this Postgraduate Certificate where all professionals who aspire to lead in the marketing and advertising industry have an opportunity to boost their careers"

08

Course Management

TECH has carefully selected the best professionals to design the teaching staff for this program. The members of this teaching team have extensive experience and have participated in numerous business projects where advanced competencies are required to delve into Consumer Psychology. Based on their background and compiled knowledge, these professors have developed an excellent syllabus and, through it, provide students with first class training for the development of skills related to market management and the sale of inputs.



“

Take advantage of this program's teaching team and you will acquire top-level skills to implement management strategies for maximum efficiency”

Management



Mr. Carrascosa Mendoza, Gabriel

- ♦ Researcher and director of Fusión Lab- Applied Neuromarketing Laboratory
- ♦ Consultant in the areas of Marketing, Market Research, Neuromarketing and Communication at the European Neuromarketing Association - AEN
- ♦ Degree in Business Administration and Management from the University of Wales
- ♦ Master's Degree in Neuromarketing and Consumer Behavior from the European University Miguel de Cervantes UEMC
- ♦ Postgraduate Diploma: Neuromarketing and Consumer Behavior by Nebrija University
- ♦ Technical Course on development and applications of Eye Tracking in Neuromarketing-SMI
- ♦ Honorary Member of AMNAC (Mexican Association of Neuromarketing and Consumer Analysis)



09

Impact on Your Career

This Postgraduate Certificate guarantees professionals different strategies and techniques to implement advertising campaigns effectively. In this way, they will consolidate their careers and acquire the skills most in demand in a constantly evolving and growing sector. In addition, these skills will allow them to distinguish themselves to assume positions of responsibility in companies.





“

Thanks to TECH Technological University you will specialize in identifying growth opportunities in the market for your company”

This qualification is the academic opportunity you were looking for to consolidate your managerial skills.

Are you ready to take the leap? Excellent professional development awaits you.

The Postgraduate Certificate in Consumer Psychology in the Purchase Decision Processes from TECH is an intensive program that prepares you to face challenges and business decisions in this field. The main objective is to promote your personal and professional growth. Helping you achieve success.

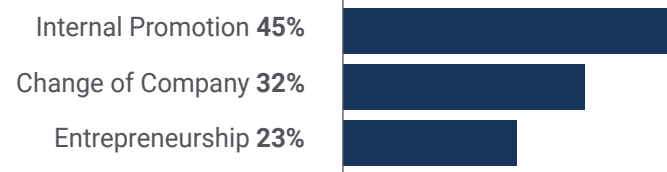
If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

Through this program, you will manage different behavioral patterns and lifestyles in the face of consumption that you will be able to apply in your daily professional practice.

Time of Change



Type of Change



Salary Increase

The completion of this program represents a salary increase of more than **26.24%** for TECH students.



10

Benefits for Your Company

By applying the latest marketing and advertising strategies, professionals bring companies numerous benefits and manage to overcome numerous risks. However, this requires a deep understanding of Consumer Psychology in the Purchase Decision Processes.

Therefore, students who complete this program from TECH Technological University will be a great contribution to the commercial activity of companies and will generate an added value. They will also be able to occupy leadership positions and lead the economic transformation of the sector.



“

Enroll in this Postgraduate Certificate and become an expert in the identification of psychosocial actors involved in the decisions and consumption trends of your customers”

Developing and retaining talent in companies is the best long-term investment.

01

Growth of talent and intellectual capital

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

Building agents of change

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

04

Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

Project Development

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

06

Increased competitiveness

This program will equip students with the skills to take on new challenges and drive the organization forward.

11

Certificate

The Postgraduate Certificate in Consumer Psychology in the Purchase Decision Processes guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



“

Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”

This **Postgraduate Certificate in Lean Management in Purchasing Processes** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Consumer Psychology in the Purchase Decision Processes**

Official N° of hours: **150 h.**



*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



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- » Schedule: **at your own pace**
- » Exams: **online**

Postgraduate Certificate

Consumer Psychology in the Purchase Decision Processes

