

Course Title	:	Treat or Cheat? The Hidden Forces Behind the Buying Scenes 購物樂與怒
Course Code	:	GEG2049
Department	:	Psychology

Synopsis

Hong Kong is a shopping paradise, people engage in uncountable numbers of big and small money transactions almost every day. At the time we make purchases, the money-to-product exchanges usually happen so quickly that generating a second thought is rare. Therefore, consumers are likely to regret the purchases they have made. To maximize the consequence of making unwise purchases, we consume not only for ourselves but also on behalf of the schools or companies that we work for. Therefore, the decision-making processes involved in consumption are critical and should not be overlooked. In this course, we provide students with a platform to review their consumer behaviors and equip them with the knowledge and skills to be a sensible buyer. We will discuss how sellers market their products with apparently empirical proofs of quality and attractive packaging. We will also discuss factors such as personality, mood, social pressure and cognitive biases that prompt a buyer to pay without hesitation. At the end of this course, students will understand the reasons why some sales phenomena are that 'Phenomenal'!