



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Consumer Psychology

Academic Year 2026/2027

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Marketing

3. Cycle

1st

4. Course Unit

Consumer Psychology (V1017)

5. Scientific Area

6. Curricular Year

2nd

7. Type of Curricular Unit / Semester

1st Semester



UNIVERSIDADE LUSÍADA
LISBOA

8. Class type and workload (work time)

Theoretical classes:	
Practical classes:	
Theoretical-Practical Classes	30,00
Tutorial Guidance:	20,00

9. ECTS Credits

6,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutora CHEROUK AMR ABDELHAKIM YASSIN

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

Provide students with the scientific knowledge to understand consumer behavior

15. Specific Objectives

- Understand the main concepts, theories and models of consumer behavior.
- Apply the principles of consumer behavior.
- Understand market segmentation strategies, targeting and positioning to specific groups of consumers.
- Explore the role of brands in consumer behavior.
- Understand the impact of technology and e-commerce on consumer behavior.
- Understand sustainable consumption trends and their implications.

16. Skills to be acquired

Understanding the phenomena related to consumer behavior in general.
Apply the knowledge of consumer behavior analysis in marketing campaigns.
Identify the different types of the consumer decision making.
Analyse the psychological behaviour of the consumer before and after the purchase.

17. Teaching Methodology

Theoretical-practical, with presentations, practical exercises



UNIVERSIDADE LUSÍADA
LISBOA

18. Course Unit Program

1. Importance of consumer behavior in marketing, key concepts and terminology
2. Psychological Aspects: Perceptions, motivations, learning and memory.
3. Social and Cultural Influences: groups and opinion leaders; social media
4. Personality and Lifestyles
5. Consumer attitudes, beliefs and behaviors
6. Consumer Decision Making Process
7. Consumer purchasing behavior and decision-making in stores
8. Online shopping and e-commerce trends
9. Consumer Behavior in Services
10. Sustainable consumption and its implications for consumer behaviour.

19. Assessment Methods

The Regulations for the Assessment of Knowledge and Skills currently in force will apply. Continuous assessment must include oral contributions distributed throughout the teaching period and a final written test, and may also include individual or group practical assignments and a midterm written test, as specified in the respective Continuous Assessment Plan.

20. Didactic Resources

Bibliography and multimedia contents.

21. Sustainability Objectives

SDG 4: Quality Education; SDG 12: Responsible Consumption and Production. The course develops critical knowledge and skills concerning the psychological, social and cultural factors that influence purchasing decisions, including the analysis of sustainable consumption trends and their implications for more responsible consumption practices.

22. Keywords

Consumer behavior
Buying decision
Decision Process
Market
Brand
Advertising



UNIVERSIDADE LUSÍADA
LISBOA

23. Main Bibliography

Author(s): Barden, P., & Sutherland, R.
Title: Decoded: The Science Behind Why We Buy
Edition: 2 Year:
Local: USA
Publisher: Wiley
ISBN Code: 978-1-119-67308-8

Author(s): Solomon, M. R., & Russell, C. A.
Title: Consumer Behavior: Buying, Having, Being.
Edition: 14 Year:
Local: USA
Publisher: Pearson Education
ISBN Code: 978-0-13-817080-6

Author(s): Mothersbaugh, D. L., Kleiser, S. B., & Hawkins, D. I.
Title: Consumer Behavior: Building Marketing Strategy.
Edition: 15 Year: 2024
Local:
Publisher: McGraw Hill
ISBN Code: 978-1-266-13161-5

24. Complementary Bibliography

Author(s): Yassin, C. A., & Soares, A. M.
Title: Understanding impulse buying: A two-faceted tale.
Edition: 40(7), 884?896 Year: 2023
Local:
Publisher: Journal of Consumer Marketing
ISBN Code: <https://doi.org/10.1>

Author(s): Yassin, C. A.
Title: The Grass is Not Always Greener on the Other Side: The Impact of Environmental Campaigns on Green Pu
Edition: 10(8), 1?20 Year: 2022
Local:
Publisher: International Journal of Business and Management Review
ISBN Code: <https://doi.org/10.3>



UNIVERSIDADE LUSÍADA
LISBOA

Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'PSICOLOGIA DO CONSUMO': Academic Year 2026/2027
Autor / Author	Prof. Doutora CHEROUK AMR ABDELHAKIM YASSIN
Classificação / Classification	-
Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
Data Hora / Date Time	
Formato de dados / Data Format	Texto / Text, PDF
Estatuto de utilização / Usage	Acesso público / Public Access
Relação / Relation	Version 1,0
(c) Universidade Lusíada, 2026	