Consumer Behavior in Tokyo, Japan

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http://studyabroad.ucsd.edu/students/programs/global-seminars/tokyo/index.html
Psyc 148: Judgment and Decision Making
Psyc 127: Consumer Behavior
Psyc 148: Judgment and Decision Making

Which causes more deaths in the US?

1. (a) traffic accidents
   (b) stomach cancer

2. (a) homicide
   (b) suicide

Heuristics and biases
- Availability
- Anchoring
- Base rate neglect
- Confirmation bias
- Framing
- References, Etc.

How should you make decisions?
- Bayes rule
- Expected value
- Basic finance
Psyc 127: Consumer Behavior

Google Ad Revenue (in $ billion)

- Advertising
- Attention
- Branding
- Conspicuous consumption
- Fashion / Trends
- Happiness
- Marketing
- Pricing
- Signaling
- Social proof
- Status
Why study consumer behavior in Tokyo?
Excursions: Tokyo consumer (sub) cultures
Excursions: Tsukiji Fish Market
Excursions: Pachinko
Excursions: Asakusa
Excursions: Imperial Palace and Gardens
Excursions: Tokyo National Museum
Excursions: Tokyo Advertising museum
Excursions: Weekend in Kyoto, Nara
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