Economic & Consumer Psychology

Prof. dr. Wilco van Dijk
Coordinator ECP

What are we talking about when we talk about … Economic & Consumer Psychology?

Standing on the shoulders of giants

What are we talking about when we talk about … ECP at Leiden University?
Knowledge and Skills
Science-based practitioner for the private and public sector

**Knowledge and Skills**
- Emotions and consumer behavior
- Persuasion and influencing choices
- Selling and Advertising in marketing
- Economic decision making
- Applied data-analysis
- Elective course

**Master's program**
- Emotions & (ir)rationality (5 EC)
- Media & Communication (5 EC)
- Selling & Advertising (5 EC)
- Applied Data analysis (5 EC)
- Elective course (5 EC)

**Master's program**
- Psy. of economic behaviour (5 EC)
- Master Thesis (MSc.) (20 EC)
- Internship (10 EC)

**MSc. Thesis**
- Surprise and consumption
- Corruption
- (Ir)reversible consumer decisions
- Facebook and privacy
- Sustainable behaviour
- Online dating and choice overload
- Temptations
- Financial stress and consumer choices
Internship

Life during and after …
ECP at Leiden University

Completion of the program

- No delay: 72%
- 1-6 months delay: 20%
- 7-12 months delay: 6%
- > 12 months delay: 2%

93% completed program
Results alumni survey (N = 90)

Reasons for delay

- Internship: 39%
- Addition Master: 17%
- Extracurricular activities: 17%
- Other: 27%

Current situation alumni ECP

- Paid job – full time: 84%
- Paid job – part time: 7%
- Traineeship: 1%
- Looking for a job: 7%

76% of jobs at MSc. level

Securing first job

- Before completing ECP: 17% (17%)
- Less than 1 month: 15% (32%)
- 1-6 months: 38% (70%)
- 6-12 months: 10% (80%)
- More than 12 months: 12% (92%)

30% was offered a job via internship
Problems securing a job
(NB multiple problems could be indicated)

- Tight job market: 42%
- Not knowing what one wants: 34%
- Qualifications/experience: 45%
- Other: 43%

Current fields: Top 5
(NB multiple fields could be indicated)

- Consumer insights: 41%
- Advertising: 40%
- Consulting: 36%
- Communication: 26%
- Consumer products: 15%

Position related to ECP: 4.8 (7)

Main tasks: Top 5
(NB multiple fields could be indicated)

- Analyzing data (!): 60%
- Consulting: 53%
- Advising: 53%
- Marketing strategy: 53%
- Survey research: 32%

Average working hours: 42 (SD = 7)

Salaries alumni ECP

- Less than €1,600: 30%
- €1,600 - €2,500: 47%
- €2,500 - €3,500: 21%
- More than €3,500: 2%

Satisfaction progress career: 7.5 (10)

That is what we are talking about when we talk about …

ECP at Leiden University!