

School of Humanities and Social Sciences / Psychology (English)

2024 - 2025 Academic Year

CONSUMER BEHAVIOR

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
CONSUMER BEHAVIOR	PSY4115807	Fall Semester	3+0	3	6
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assist.Prof. Hande GÜNDOĞAN SÜTÜVEN				
Name of Lecturer(s)	Assist.Prof. Hande GÜNDOĞAN SÜTÜVEN, Lect. Helin ÖZEREN				
Assistant(s)					
Aim	The aim of this course is to comprehensively examine the psychological processes that influence individuals' purchasing decisions and behaviors, and to address perception, attitude, learning, memory, emotion, motivation, personality, culture, and social environmental factors in decision-making processes.				
Course Content	This course contains; Introduction to Consumer Behavior : Buying, Having and Being, Consumer Behavior and Well-Being ,Perception, Learning and Memory, Affect and Motivation ,Self: Mind, Body, Gender, Personality, Life Styles and Values, Attitudes and Persuasive Communication, Decision Making Process, Group Interaction and Social Media, Income, Social Class, Culture and Sub Cultures ,Consumer Behavior and Neuropsychology, Consumer Behaviour Models: Classical and Contemporary Approaches-I, Consumer Behaviour Models: Classical and Contemporary Approaches-II.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1.Ability to define consumer behavior and distinguish the differences between concepts.					
6.Ability to explain the relationship between consumer behavior and marketing strategies.					
2. Ability to define consumer behavior models and compare their historical development.					
3. Ability to relate the impact of perception, emotion, motivation, individual and cultural differences on consumer behavior.					
4. Ability to question the different decision-making processes of consumers.					
5. Ability to express neuropsychological studies on consumer behavior.					
Teaching Methods					
Assessment Methods					
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Introduction to Consumer Behavior : Buying, Having and Being	CB, I.2			
2	Consumer Behavior and Well-Being	CB, B1.3			
3	Perception	CB, C2.2			
4	Learning and Memory	CB, C2.3			
5	Affect and Motivation	CB, C2.5 article			
6	Self: Mind, Body, Gender	CB, C2.4, CB, C2.6			
7	Personality, Life Styles and Values	CB, C2.6 CB, C2.5			
8	Attitudes and Persuasive Communication	CB, C7			
9	Decision Making Process	CB, C3.8			
10	Group Interaction and Social Media	CB, C3.10			
11	Income, Social Class, Culture and Sub Cultures	CB, C4.12			
12	Consumer Behavior and Neuropsychology	article			
13	Consumer Behaviour Models: Classical and Contemporary Approaches-I	article			
14	Consumer Behaviour Models: Classical and Contemporary Approaches-II	article			
Evaluation Methods			Weight(%)		
Midterm Exam			40		
General Exam			60		

Resources
Solomon, M. (2020). Tüketici Davranışları : Satın Alma, Sahip Olma ve Varoluş (Çev. Nurettin Parılı, Elif Akagün Ergin). Nobel Akademik Yayıncılık
Shaw, S., Bagozzi, R. (2017). The Neuropsychology of Consumer Behavior and Marketing. Consumer Psychology Review. DOI: 10.1002/arcp.1006
Cohen, J., Pham, M., Andrade, E. (1991). Affect and Consumer Behavior. Handbook of Consumer Behavior, p.297-334
Bell, H. A. (2011). A contemporary framework for emotions in consumer decision-making: Moving beyond traditional models. International Journal of Business and Social Sciences, 2(17), 12-16.
Daniela, M. A. (2011). Fundamental theories on consumer behaviour: An overview of the influences impacting consumer behaviour. Economic Sciences Series, 837