

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
COM331	Consumer Behaviour	5	2	0	0	2	3

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Bachelor Degree
Objective	Cognitive and behavioural models will be defines, the differences between the models will be given and their impact on decision making process will be explained and detail; the roles of experience, learning and memory affecting consumer behaviour will be explained, cultural, social, individual and psychological factors, influencing individual buying behaviour will be explained in detail; 4 different behavioural models will be defined, 5 stages of the buying decision process in cognitive model will be defined and each stage will be explained in detail: consumer decision process.
Content	Week 1. Two different models affecting consumer behaviour and the stages on decision making process. Week 2. The roles of experience, learning and memory in consumer behaviour. Week 3. Attitude formation, alteration and effects. Week 4. Cultural and social factors affecting consumer behaviour. Week 5. Individual and psychological factors affecting consumer behaviour. Week 6. Decision making process stages: 1) Complicated buying behaviour 2) Dissonance reducing buying behaviour Week 7. 3) Habitual buying behaviour 4) Variety seeking buying behaviour Week 8. Mid-term exam Week 9. Factors affecting buying decision process 1) Need recognition 2) Info search 3)Evaluation of alternatives Week 10. 4) Purchase 5) Post purchase behaviour Week 11. The relationship between new products and buying decision process 1) Adaptation process Week 12. 2) Individual differences 3) Product characteristics affecting adaptation process Week 13. Market segmentation and classification Week 14. Market segmentation method used in marketing decisions
References	Pickton, D., Broderick, A. (2005). Integrated Marketing Communications, London: Prentice Hall. Kotler, P., Armstrong, G. (2012). Principles of Marketing, New Jersey: Prentice Hall.

Theory Topics

Week	Weekly Contents
1	Week 1. Two different models affecting consumer behaviour and the stages on decision making process.

Week	Weekly Contents
2	Week 2. The roles of experience, learning and memory in consumer behaviour.
3	Week 3. Attitude formation, alteration and effects.
4	Week 4. Cultural and social factors affecting consumer behaviour.
5	Week 5. Individual and psychological factors affecting consumer behaviour.
6	Week 6. Decision making process stages: 1) Complicated buying behaviour 2) Dissonance reducing buying behaviour
7	Week 7. 3) Habitual buying behaviour 4) Variety seeking buying behaviour
8	Week 8. Mid-term exam Week
9	9. Factors affecting buying decision process 1) Need recognition 2) Info search 3)Evaluation of alternatives
10	Week 10. 4) Purchase 5) Post purchase behaviour
11	Week 11. The relationship between new products and buying decision process 1) Adaptation process
12	Week 12. 2) Individual differences 3) Product characteristics affecting adaptation process
13	Week 13. Market segmentation and classification
14	Week 14. Market segmentation method used in marketing decisions