

## İçerik

Ders Kodu	Dersin Adı	Yarıyıl	Teori	Uygulama	Lab	Kredisi	AKTS
GE 758	Tüketici Psikolojisi ve Tüketici Davranışı	2	3	0	0	3	7

Ön Koşul	
Derse Kabul Koşulları	

Dersin Dili	Türkçe
Türü	Seçmeli
Dersin Düzeyi	Doktora
Dersin Amacı	Bu dersin amacı tüketici psikolojisi ve tüketim davranışına ilişkin temel teorileri öğretmek ve bu alanda araştırma yapmak için bir temel oluşturmaktır.
İçerik	<ol style="list-style-type: none"><li>1. Hafta: Tüketici Psikolojisi ve Tüketim Davranışı: Giriş</li><li>2. Hafta: Temel Teoriler</li><li>3. Hafta: Algılama</li><li>4. Hafta: Öğrenme</li><li>5. Hafta: Güdülenme</li><li>6. Hafta: Benlik</li><li>7. Hafta: Kişilik, Yaşam Stili ve Değerler</li><li>8. Hafta: Ara Sınav</li><li>9. Hafta: Tutum ve Niyet</li><li>10. Hafta: Karar Verme</li><li>11. Hafta: Satın Alma Sonrası Davranış</li><li>12. Hafta: Sosyal Medya</li><li>13. Hafta: Kültür</li><li>14. Hafta: Etik</li></ol>
Kaynaklar	<p>Okuma Listesi</p> <p>Kitaplar:</p> <p>Micheal R. Solomon, Consumer Behavior: Buying, Having, and Being, Pearson, 2018, Harlow</p> <p>Richard H. Thaler and Cass R. Sunstein, Nudge (Dürtme), Penguin Books, 2009, NY</p> <p>Dan Ariely, Predictably irrational : the hidden forces that shape our decisions, Harper Perennial, 2010, NY</p> <p>Daniel Kahneman, Thinking Fast and Slow, Farrar, Straus and Giroux, 2013, NY</p>

## Makaleler:

### 1. ve 2. Hafta

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### Algılama

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### Öğrenme

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### Benlik

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### Kişilik, Yaşam Stili ve Değerler

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### Tutum, Niyet

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#### Karar Verme

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#### Satın Alma Sonrası

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Fournier, Susan (1995), "Consumers and Their Brands: Developing Relationship Theory in Consumer Research," *Journal of Consumer Research*, 24 (March), 343-373.

#### Sosyal Medya

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#### Etik

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#### Teori Konu Başlıkları

Hafta	Konu Başlıkları
1	Tüketici Psikolojisi ve Tüketim Davranışı: Giriş
2	Temel Teoriler

Hafta	Konu Bařlıkları
3	Algılama
4	Öğrenme
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7	Kişilik, Yaşam Stili ve Değerler
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