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	1. Hafta: Tüketici Psikolojisi ve Tüketim Davranışı: Giriş 2. Hafta: Temel Teoriler 3. Hafta: Algılama 4. Hafta: Öğrenme 5. Hafta: Güdülenme 6. Hafta: Benlik 7. Hafta: Kişilik, Yaşam Stili ve Değerler 8. Hafta: Ara Sınav 9. Hafta: Tutum ve Niyet 10. Hafta: Karar Verme 11. Hafta: Satın Alma Sonrası Davranış 12. Hafta: Sosyal Medya 13. Hafta: Kültür 14. Hafta: Etik
Kaynaklar	Okuma Listesi Kitaplar: Micheal R. Solomon, Consumer Behavior: Buying, Having, and Being, Pearson, 2018, Harlow Richard H. Thaler and Cass R. Sunstein, Nudge (Dürtme), Penguin Books, 2009, NY Dan Ariely, Predictably irrational : the hidden forces that shape our decisions, Harper Perennial, 2010, NY Daniel Kahneman, Thinking Fast and Slow, Farrar, Straus and Giroux, 2013, NY Makaleler: 1. ve 2. Hafta Thaler, R. H. (2018). From cashews to nudges: The evolution of behavioral economics. American Economic Review, 108(6), 1265-87. Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. Journal of business research, 22(2), 159-170.

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Teori Konu Başlıkları

Hafta	Konu Başlıkları
1	Tüketici Psikolojisi ve Tüketim Davranışı: Giriş
2	Temel Teoriler
3	Algılama
4	Öğrenme
5	Güdülenme
6	Benlik
7	Kişilik, Yaşam Stili ve Değerler
8	Ara Sınav
9	Tutum ve Niyet
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