

Dersin Adı: Consumer Behavior

[Asst. Prof. Dr. Çağla ARIKER](#)

Faculty of Economics, Administrative and Social Sciences

Ders İçeriği

This course aims to introduce the basic concepts on the course, to enable to deliver analytical solution approaches to various marketing problems and to provide applications on solution to the problems managers face.

Contents of the course include place and importance of Consumer behaviour in marketing field, consumer researches, market segmentation and consumer behaviour-marketing strategy relation, psychological influences affecting consumer behaviour, socio-cultural effects, buying processes of consumers.

Öğrenme Çıktıları

Understanding consumer behavior is vital to develop proper marketing strategies in today's intense competition environment.

There are many factors influencing consumer behavior. We will focus on one of these factors: Culture.

Culture also includes many sub-dimensions. The course will cover some of them through examples:

What is beautiful? Who is beautiful?: Material culture, aesthetics, colors, consumer choice and product development strategies.

What to say? How to say?: Language and marketing communication.

Tradition and taste: How to adapt food products for different cultures?

Course content also includes some interesting examples for other factors affecting consumer behavior such as perception, motivation, personality, learning, reference groups and attitudes.

**Türkiye'nin en fazla
Uluslararası Akredite
edilmiş programına sahip
Üniversitesi**

63 Uluslararası
Akredite Program

Gelişime Açık Olun...