

# Consumer Behaviour

Spring Semester



## OBJECTIVES

This course focuses on: Concept and meaning of consumer behavior, Motivation, Exposure, attention and perception, Attitude, Re-awareness of the problem and information search, Judgment formulation and decision making, Post-decision process, Family and social class influences, Values, personality and lifestyle, Social influences, Symbolic consumer behavior.

## LEARNING OUTCOMES

- Use different micro-sociological tools for case analysis.
- To use group dynamics according to the social groups linked to the area of consumption.
- To explain the possibilities of digital environments in terms of consumption.
- Explain the consumption and purchasing habits of customers, users, and consumers by means of sociological and psychosocial models.