

COURSE INFORMATION FORM	
Faculty / Institute	Faculty and Science and Literature
Department	Psychology
Course Code	PSİ 417
Course title	Consumer Psychology
Instructional Language	English
Programs that can take the course	Psychology
Course Type	Elective
Course Level	Undergraduate
ECTS Credit	6
Prerequisites	PSİ 104 - Introduction to Psychology II
Course Content	The topics of memory, learning, perception, attention, identity, emotions, attitudes, motivations, and decision-making process will be covered within consumer contexts. In addition, advertising psychology and how and to what extent consumer culture ideals affect consumer well-being will be discussed.
The Aim of the Course	This course aims to provide students an overview of and insights about the behaviors of consumers precisely from a psychological perspective in marketing settings
Course Outcomes	At the end of this course, students will apply psychological theories to improve marketing campaigns, public policies, and consumer decision-making
Textbook and / or References	Jansson-Boyd, C. V. (2010). <i>Consumer psychology</i> . Open University Press. Bodur, H. O., Brinberg, D., & Coupey, E. (2008). Belief, affect, and attitude: Alternative models of the determinants of attitude. <i>Journal of Consumer Psychology</i> , 9(1), 17–28. Brick, D. J., Zhou, L., Chartrand, T. L., & Fitzsimons, G. J. (2021). Better to decide together: Shared consumer decision making, perceived power, and relationship satisfaction. <i>Journal of Consumer Psychology</i> . Advanced online publication. Han, M., & Newman, G. E. (2021). Seeking stability: Consumer motivations for communal nostalgia. <i>Journal of Consumer Psychology</i> . Advanced online publication.

	<p>Kang, E., & Lakshmanan, A. (2017). Role of executive attention in consumer learning with background music. <i>Journal of Consumer Psychology, 27</i>(1), 35–48.</p> <p>Leung, E., Cito, M. C., Paolacci, G., & Puntoni, S. (2021). Preference for material products in identity-based consumption. <i>Journal of Consumer Psychology</i>. Advanced online publication.</p> <p>Li, H., Daugherty, T., & Biocca, F. (2003). The role of virtual experience in consumer learning. <i>Journal of Consumer Psychology, 13</i>(4), 395–407.</p> <p>Topolinski, S., Lindner, S., & Freudenberg, A. (2013). Popcorn in the cinema: Oral interference sabotages advertising effects. <i>Journal of Consumer Psychology, 24</i>(2), 169–176.</p> <p>Yi, S., & Baumgartner, H. (2008). Coping with negative emotions in purchase-related situations. <i>Journal of Consumer Psychology, 14</i>(3), 303–317.</p>
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Evaluation Criteria	Percentage
Attendance	-
Lab	-
Application	-
Field Study	-
Homework	-
Presentations	10% (Presentation of Insight Paper)
Projects	20% (Insight Paper)
Seminar	-
Midterm Exams	30%
Quiz	-
Final	40%
Total	100%

Course Plan	Subjects to Be Discussed
1. Week	Course introduction
2. Week	What is consumer psychology and how it emerged?
3. Week	Consumer memory and learning
4. Week	Perception and attention
5. Week	Identity and consumption

6. Week	The emotional consumer
7. Week	Attitudes
8. Week	Motivational determinants of consumer behavior
9. Week	Consumer decision-making and brand loyalty
10. Week	Advertising psychology
11. Week	Consumer culture and psychological well-being
12. Week	Career options for psychologists in marketing + Student presentations