

	<b>Western Caspian University</b>  <b>Consumer Behavior</b>  <b>Syllabus</b>	
	<b>Subject Code and Name</b>	<b>Semester</b>
ATMF-BO1 Consumer Behavior	<b>III</b>	<b>6</b>

<b>About the subject</b>	
Language of the lesson	Azerbaijan
Level of education	Bachelor
Objective	<p>To summarize, the subject of consumer behavior management should be taught because:</p> <ol style="list-style-type: none"> <li>1. It ensures that marketing research is conducted in the right direction. More precisely, the company spends a large amount of money on organizing its marketing research. If the company's marketing specialists are aware of important issues related to consumer behavior management, they will be able to set specific requirements for the companies conducting marketing research to study consumer insights;</li> <li>2. It plays a major role in the correct construction of marketing communications. In many cases, the prepared communication models (advertisements, films, etc.) are tested using a variety of methods for studying consumer behavior (mainly neuromarketing methods). After that, the advertiser is informed about the effectiveness of these models before their publication. This factor both prevents ineffective spending and creates the basis for spending advertising investments in the right direction.</li> <li>3. It is thanks to this discipline that the interaction of marketing with psychology and social psychology is intensifying, and marketing specialists strive to acquire psychological knowledge in order to better understand their customers. This expands interdisciplinary integration and paves the way for the creation of new scientific methods.</li> <li>4. By knowing what consumers think and how they behave, enterprises continuously improve their product policies and always try to produce better products. As a result, society gets better products.</li> <li>5. Brands often form their pricing policies precisely according to the opinions of consumers and their purchasing desires. This is also a very important factor in ensuring fair pricing.</li> <li>6. A company that produces a product that consumers can buy minimizes its sales risks. This, in turn, contributes to the macroeconomics by ensuring the stability of companies. On the other hand, financially strengthened companies can turn their brands into strong brands, which ultimately allow these brands to export their products abroad. This means ensuring the flow of foreign exchange into the country.</li> </ol>
Outcomes to be achieved	<p>A student who successfully completes this course will ultimately:</p> <ol style="list-style-type: none"> <li>1. Understand the interaction of marketing with a number of sciences, especially psychology, sociology and social psychology, based on real examples, and have the opportunity to apply it in their future activities;</li> <li>2. Be able to set the right requirements for research companies when conducting market research;</li> <li>3. Be able to provide more accurate information about the target audience when applying to advertising agencies with a request to establish marketing communications and demand more accurate results from the agencies;</li> </ol>

	<p>4. Understand the importance of CRM and understand what is needed for its implementation;</p> <p>5. Possess the necessary theoretical skills to properly organize and manage customer loyalty programs, etc.</p>
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<b>Subject Topics</b>	
<b>№</b>	<b>Topics</b>
1	Introduction to economic behavior and behavioral economics
2	Classical models of consumer behavior
3	Modern models of consumer behavior
4	Fundamentals of consumer psychology: needs, wants, and demands
5	Consumer behavior in marketing. Consumer-oriented marketing
6	Individual determinants of consumer behavior: demographic, psychographic, and personality determinants
7	Individual determinants of consumer behavior: consumers' motivation, knowledge, confidence, emotion, and intention
8	External environmental determinants of consumer behavior: culture, ethnicity, and social class
9	External environmental determinants of consumer behavior: family and households
10	External environmental determinants of consumer behavior: referent groups and individuals
11	Consumer decision-making process. Pre-purchase decisions
12	Purchase and post-purchase processes
13	Establishing relationships with consumers, forming opinions, and learning
14	Behavioral characteristics of business buyers
15	Neuromarketing and its role in consumer purchasing decisions

<b>Sources</b>	
Main Literature	<ol style="list-style-type: none"> <li>1. “İstehlakçı davranışları”. N.Bayramov.</li> <li>2. “İstehlakçı davranışları”. T.Əhmədova</li> <li>3. “Tüketici davranışları”. U.Batı</li> <li>4. “Davranışsal ekonomi”. U.Altınöz</li> </ol>
Supplementary Literature	<ol style="list-style-type: none"> <li>1. “Consumer Behavior - Buying, Having, And Being”. Michael Solomon</li> </ol>