

# **Pazarlamada Fiyat: Davranışsal Bir Yaklaşım**

Yrd. Doç. Dr. Kalender Özcan ATILGAN

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Valender,

Happy Spring!


Best wishes,

Kent B. Womce

Dear Kalender

Many thanks for sharing the  
work with me. Congratulations!!

Best Wishes

 (V. Kumar)

Feb. 12, 2015

## ÖNSÖZ

Fiyat, işletmelerin karlılığındaki etkisinin yanı sıra, tüketicilerin satın alma davranışlarına olan etkisiyle incelenmesi gerekli bir konudur. Geçmişte ağırlıklı olarak ekonomi, muhasebe ve finansın konusu bağlamında incelenen fiyatın çok disiplinli bir yapıya sahip olduğu söylenebilmektedir. Diğer yandan pazarlama alanının da temel unsurlarından biri olan fiyatın, çoğunlukla, ekonomik sistemin yapı taşları olan işletmelerin bakış açılarıyla incelendiği görülmektedir. Günümüzde fiyatın, işletmelerin başarılarında itici güç olarak görülen tüketicilerin bakış açılarıyla da değerlendirilmesine ihtiyaç duyulmaktadır. Bu durumda fiyat konusu, edilgen bir yapı olmaktan çıkmakta ve tüketicilerin, işletmelerin fiyat ile ilgili çalışmalarda aktif rol oynadığı bir unsur haline gelmektedir. Hatta son yıllarda, internet teknolojisiyle birlikte, ürün veya hizmetlerin fiyatlandırma sürecine tüketicilerin de dahil edildiği güncel fiyatlandırma uygulamalarıyla sıkça karşılaşmaktadır.

Fiyat ve fiyatlandırma konularının sistematik olarak ele alındığı ve “tüketici odaklı pazarlama” konularını destekler nitelikteki ilk baskısı gerçekleştirilen bu kitapta geçmişten günümüze kadar pazarlama alanında fiyat konusunda yapılan çalışmalar özetlenmiştir. Kitabın ilk bölümünde, fiyat ile ilgili genel tanımlar verilmiş ve fiyatın işletmecilik uygulamalarındaki önemi vurgulanmıştır. İkinci bölümde pazarlama stratejisinde fiyat kavramı detaylandırılmıştır. Üçüncü bölümde tüketici davranışı bağlamında fiyat konusu değerlendirilmiştir. Son bölümde ise endüstriyel ürünlerin fiyatlandırılması, hizmetlerin fiyatlandırılması ve bilgi teknolojisinin de gündeme getirdiği yeni fiyat konuları incelenmiştir. Kitapta yer alan her bölümde, konuyla ilgili örnek olay ve açıklamalarla, konulara dinamik bir bakış açısı kazandırılmaya çalışılmıştır.

Pazarlama alanında fiyat konularını çalışmam konusunda ve bu çalışmanın hazırlanması için beni cesaretlendiren Çukurova Üniversitesi öğretim üyesi ve doktora tez danışman hocam Prof. Dr. Serap ÇABUK’a, Mersin Üniversitesi öğretim üyeleri Prof. Dr. Ayşe ŞAHİN ve Prof. Dr. Mehmet İsmail YAĞCI’ya ve bu çalışmaya değerli önerileriyle katkılar sağlayan İllinois Üniversitesi öğretim üyesi Prof. Dr. Kent B. MONROE, Georgia State Üniversitesi öğretim üyesi Prof. Dr. V. KUMAR ve Koç Üniversitesi öğretim üyesi Prof. Dr. Zeynep GÜRHAN CANLI’ya, teşekkürlerimi sunarım.

Bu kitabın konuyla ilgilenen herkese yararlı olması dileklerimle...

**Yrd. Doç. Dr. Kalender Özcan ATILGAN**

Mersin, 2015

*Sergili Anneme ve Babama...*

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