



## BUS-422 Consumer Behavior

---

### Description:

BUS422 focuses on the varied topics related to the consumer behavior discipline with a particular focus on the contemporary issues of consumerism, marketing, and social media. This course is about a subset of behaviors—the psychology and sociology of human behavior as it relates to consumer decision making and action. Shopping, buying, and consuming goods and services that deliver desired benefits is a major focus as well. Understanding what benefits consumers are seeking and how they make decisions, shop, buy, and actually consume helps marketers develop and carry out more effective marketing strategies.

**Textbook:** Consumer Behavior, 7<sup>th</sup> Ed. – Hoyer, MacInnis, Peters – ISBN: 9781305640078

### Course objectives:

Throughout the course, you will meet the following goals:

- Explain the nature and role of the consumer in the marketplace.
- Understand the consumer decision-making process.
- Understand how memory, motivation, and beliefs influence purchasing.
- Identify how culture, social class, and social identity affect decision making.
- Describe the role of sociology and technological innovations in consumer behavior.

### Contents:

Ch 1: Understanding Consumer Behavior	Ch 10: Post-Decision Processes
Ch 2: Motivation, Ability, and Opportunity	Ch 11: Social Influences Effect on Behavior
Ch 3: From Exposure to Comprehension	Ch 12: Consumer Diversity
Ch 4: Memory and Knowledge	Ch 13: Household/Social Class Influences
Ch 5: Attitudes Based on High Effort	Ch 14: Values, Personality, and Lifestyles
Ch 6: Attitudes Based on Low Effort	Ch 15: Adoption, Resistance, Diffusion
Ch 7: Problem Recognition and Information Search	Ch 16: Symbolic Consumer Behavior
Ch 8: Decision Making Based on High Effort	Ch 17: Marketing and Ethics
Ch 9: Decision Making Based on Low Effort	

### Grading Scale

A = 95-100%  
 B = 88-94.9%  
 C = 80-87.9%  
 D = 70-79.9%  
 F = Below 70%

### Grade Weighting

Chapter Quizzes.....	70%
<u>Final Exam .....</u>	<u>30%</u>
	100%