



## **BUS-422 Consumer Behavior**

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### **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 = 90-100%**  
**B = 80-89.9%**  
**C = 70-79.9%**  
**F = Below 70%**

### **Grade Weighting**

**Chapter Quizzes... 70%**  
**Final Exam ..... 30%**  
**100%**