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Consumer Behavior

This course covers the consumer behavior both as a human thought and action and as a field of study that is developing an accumulated body of knowledge. You will learn about consumer behavior as the set of value-seeking activities that take place as people go about addressing realized needs. Emphasis is placed on the modern day importance of consumer behavior and the new “corporate view” of the function. Additionally, you will be exposed to the view of HRM from the perception of both management and subordinate employees. Topics include Value and the Consumer Behavior Value Framework, Consumer Learning, Comprehension, Memory and Cognitive Learning, Motivation, Personality, Lifestyles and much more. You will be exposed to practical situations and problem solving. Other critical areas such as Consumer Culture, Microcultures, Group Influence and Decision-Making will also be explored.

Required Text

“Consumer Behavior”, Hoyer, MacInnis & Pieters, 6th edition. Cengage Learning.
ISBN: 978-1-133-56247-4.