

Wayne Hoyer

Professor of Marketing at The University of Texas at Austin, McCombs School of Business

Austin, TX, US

Understanding consumer attitudes and behaviors, brand influence, and customer satisfaction

Biography

Wayne D. Hoyer is a marketing professor and expert on consumer psychology and behavior, decision-making, brand awareness and perception, pricing strategy, and the impact of advertising. His research explains how consumers process information and make buying decisions, and how marketers influence customer satisfaction and behavior.

Hoyer is the former chair of the department of marketing (ranked 3rd among top-tier marketing programs by U.S. News 2014), and holds the James L. Bayless/William S. Farrish Fund Chair for Free Enterprise at the McCombs School of Business, The University of Texas at Austin.

A prolific marketing researcher, Hoyer has published over 60 articles in the Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, Journal of the Academy of Marketing Science, Journal of Retailing, and other marketing and psychology forums. He is co-author of a textbook in consumer behavior with Deborah MacInnis (now in the 5th Edition). He has also taught internationally at the University of Mannheim, the University of Muenster, and the Otto Bleisheim School of Management in Germany, the University of Bern in Switzerland, and was a research fellow at the University of Cambridge (UK).

Industry Expertise

Advertising/Marketing, Media - Print, Media - Broadcast, Research

Areas of Expertise

Consumer Behavior, Consumer and Market Insights, Consumer Research, Communications and Marketing, Advertising and Marketing Strategies, Customer Satisfaction, Integrated Communications, Customer Relationship Management, Energy Consumer Attitudes, Buying Motivation, Emotional Brand Attachment

Affiliations

Center for Customer Insight and Marketing Solution: Professor, American Marketing Association: Member, Association for Consumer Research: Member, Society for Consumer Psychology: Member, American Psychological Association: Member and Former Program Chair, Southwestern Marketing Association: Member and Former Vice President-Membership, Journal of Consumer Research: Assoc. Editor/Editorial Review Board, Journal of Marketing: Editorial Review Board, Journal of Consumer Psychology: Editorial Review Board, Journal of Marketing Research: Editorial Review Board, Journal of the Academy of Marketing Science: Editorial Review Board, Journal of Public Policy and Marketing: Editorial Review Board, International Journal of Research In Marketing: Editorial Review Board, Psychology and Marketing: Editorial Review Board, Journal of Consumer Behaviour: Editorial Review Board, Journal of Advertising: Editorial Review Board, Journal of Consumer and Market Research: Content Editor

Event Appearances

Energy and The Election

UT Energy Poll Release, Fall 2012

Willingness to Pay for Cause-Related Marketing

2010 Academy of Marketing Science Conference

Key Success Factors in the Implementation of an Intended Brand Personality

American Marketing Association Winter Marketing Educators' Conference

The Janus-Faced Character of Self-Congruence

American Marketing Association Winter Marketing Educator's Conference

Education

Purdue University

Ph.D. Social-Consumer Psychology

Purdue University

M.S. Social-Consumer Psychology

Purdue University

B.A. Psychology

Accomplishments

Teaching Excellence Award

McCombs School of Business Undergraduate Business Council

Outstanding Reviewer Award

Editorial Review Board, Journal of Marketing

Honorary Doctorate Degree

University of Bern, Switzerland

Montezemolo Visiting Research Fellowship

University of Cambridge, UK

Dobes - Best Teacher Award

Otto Beisheim School of Management, Vallendar, Germany

Award for Outstanding Research Contributions

McCombs School of Business

Outstanding Reviewer

Journal of Consumer Research

William F. O'Dell Award for Outstanding Article

Journal of Marketing Research

MBA Elective Faculty Honor Roll

McCombs School of Business

The James L. Bayless/Willam S. Farish Fund Chair for Free Enterprise

Marketing chair at the McCombs School

Testimonials

David Wenger

Wayne Hoyer explains why consumers make decisions, how buyers perceive market choices, and how smart marketers can nurture loyal customers. He is a giant in the world of marketing research, yet he speaks in clear and compelling terms.

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