

# Wayne Hoyer

**Professor and Chair of the Marketing Department at The University of Texas at Austin, McCombs School of Business**

Austin, TX, US

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

---

## **Description**

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 chairs 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. He oversees the influential UT Energy Poll, a biannual study of consumer attitudes and behaviors regarding energy consumption.

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

---

## **Topics**

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

---

## **Past Talks**

### **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/William 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.

---

[Please click here to view the full profile.](#)

This profile was created by [Expertfile.](#)