

## MKT 290: CONSUMER BEHAVIOR

### Reference Sources

Reference Sources can focus your topic by giving you a concise overview, background information, facts and statistics, definitions and correct spellings. The reference titles below are located in the Reference Stacks in the MCC Library.

| Call Number            | Title   |
|------------------------|---|
| REF HA202.U51          | Statistical Abstract of the United States                     |
| REF HA203.C68          | County and City Extra   |
| REF HA203.S735         | State Trends  |
| REF HA203.S7314        | State Profiles: The Population and Economy of Each U.S. State |
| REF HA214.A512         | The American Marketplace: Demographics and Spending Patterns  |
| REF HB848.L54          | The Lifestyle Market Analyst                                  |
| REF HC101.A131222      | Business Statistics of the United States                      |
| REF HC102.D8           | Million Dollar Directory                                      |
| REF HC106.5.A272       | Economic Report of the President                              |
| REF HC110.C6.O34       | Household Spending: Who Spends How Much on What               |
| REF HC110.I5.R87       | American Incomes: Demographics of Who Has Money               |
| REF HD8051.H36         | Handbook of U.S. Labor Statistics                             |
| REF HF5415.D4874       | Dictionary of Marketing Terms                                 |
| REF<br>HF5415.127.M376 | Market Share Reporter   |
| REF HN60.C58           | Cities Ranked and Rated                                       |
| REF HN60.C68           | CQ's State Fact Finder  |
| REF HN60.P53           | Places Rated Almanac  |

### Reference Databases

Reference Databases provide similar information as the print reference sources above. They can be accessed electronically from the [MCC Library homepage](#) under Reference Databases. For remote access, click on the [Off Campus Access Menu](#).

| Database Name                  | Description  |
|--------------------------------|--|
| Gale Virtual Reference Library | database of encyclopedias and specialized reference sources for multidisciplinary research; access subject encyclopedias under <i>Business</i> . |
| Reference USA                  | premier source of business and residential information for reference and research  |

### Article Databases

Periodicals consist of popular magazines, newspapers, trade and scholarly journals. To learn about the differences in periodicals refer to Researching Periodicals on the Class Handouts page. All of these resources

This guide has been prepared by the MCC reference librarians to assist you with research for your class. If you need further assistance, please consult with a librarian. <http://mchenry.edu/library>

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can be located from the [MCC Library homepage](#) under Article Databases. For remote access, click on the [Off Campus Access Menu](#).

| Database Name           | Description   |
|-------------------------|---|
| Academic Search Premier | multi-disciplinary database provides full text for more than 4,500 journals   |
| Business Source Elite   | business database provides full text for nearly 1,100 business publications; access Datamonitor Reports by clicking on Company Profiles (top menu)    |
| ProQuest                | multi-disciplinary full text database   |
| PsyARTICLES             | from the American Psychological Association (APA), is a definitive source of full-text, peer-reviewed scholarly and scientific articles in psychology |
| Regional Business News  | provides comprehensive full text coverage for regional business publications  |

### Sample Searches

#### Keyword Searches

- ✓ demographics
- ✓ marketing and consumer
- ✓ consumer and psychology
- ✓ retail and marketing

#### Subject Searches

- ✓ consumer behavior
- ✓ consumption
- ✓ market surveys
- ✓ decision making

### Internet Sources

Remember to carefully evaluate information found on the Internet. Unlike most traditional print sources, Internet sources may not go through any review process before the information is made available to the public.

| Web Site  | Address  |
|---|--|
| The American Customer Satisfaction Index              | <a href="http://www.theacsi.org">www.theacsi.org</a>   |
| Bureau of Labor Statistics                            | <a href="http://www.bls.gov">www.bls.gov</a>   |
| FedStats  | <a href="http://www.fedstats.gov">www.fedstats.gov</a>   |
| Gallup Poll Topics A to Z                             | <a href="http://www.gallup.com/poll/topics.aspx">www.gallup.com/poll/topics.aspx</a>                                   |
| Market Research World                                 | <a href="http://www.marketresearchworld.net/">www.marketresearchworld.net/</a>   |
| NationMaster  | <a href="http://www.nationmaster.com">www.nationmaster.com</a>   |
| Pew Research Center                                   | <a href="http://pewresearch.org">pewresearch.org</a>   |
| StateMaster   | <a href="http://www.statemaster.com">www.statemaster.com</a>   |
| Surveys of Consumers (Reuters/University of Michigan) | <a href="http://www.sca.isr.umich.edu/main.php">www.sca.isr.umich.edu/main.php</a>                                     |
| U.S. Census Bureau                                    | <a href="http://www.census.gov">www.census.gov</a>   |
| U.S. Industry and Trade Outlook                       | <a href="http://www.ita.doc.gov/td/industry/otea/outlooknews.htm">www.ita.doc.gov/td/industry/otea/outlooknews.htm</a> |

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