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CHAPTER 5 CONSUMER BEHAVIOR

CHAPTER OVERVIEW

Why do people buy one product and not another? Finding answers to this question is at the center of every marketer's job. The answers—and there are many—aren't always obvious. But they directly affect every aspect of marketing strategy, from the development of a product, its pricing, its presentation to the target audience, and its promotion to various segments.

Marketers who plan to succeed with today's consumers need to understand how their potential market behaves. This calls for an understanding of consumer behavior—the process through which consumers (and business buyers) make purchase decisions, from toothbrushes to autos to vacations. The study of consumer behavior builds on an understanding of human behavior in general. In their efforts to understand why and how consumers make buying decisions, marketers borrow extensively from the sciences of psychology and sociology.

This chapter focuses on individual purchasing behavior, including the personal and interpersonal determinants of consumer behavior. The chapter then discusses the importance of changing or modifying components of consumers' attitudes about their products to gain a favorable attitude and purchase.

Contemporary Marketing Update

Louis E. Boone, David L. Kurtz



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Contemporary Marketing, Update 2015 Louis E. Boone, David L. Kurtz, 2014-01-01 CONTEMPORARY MARKETING Update 2015 has proven to be the premier teaching and learning solution for principles of marketing courses This bestseller only grows stronger with each groundbreaking new edition building on past milestones with exciting new innovations The all new Sixteenth Edition continues the tradition of delivering the most technologically advanced student friendly instructor supported text available Current relevant and cutting edge CONTEMPORARY MARKETING remains in a class by itself Important Notice Media content referenced within the product description or the product text may not be available in the ebook version *Contemporary Marketing Update 2015* Boone, 2014 [Contemporary Marketing 2009 Update](#) Louis Boone, David Kurtz, 2008-01-04 Over the years Boone Kurtz s CONTEMPORARY MARKETING has proven to be the premier principles of marketing teaching and learning solution With each groundbreaking new edition this best seller grows only stronger building on past milestones with exciting new innovations The all new CONTEMPORARY MARKETING 2009 UPDATE continues the Boone Kurtz tradition of delivering the most technologically advanced student friendly instructor supported text available Current relevant and cutting edge CONTEMPORARY MARKETING remains in a class by itself Important Notice Media content referenced within the product description or the product text may not be available in the ebook version **Contemporary Marketing, 2013 Update** Louis E. Boone, David L. Kurtz, 2012-01-01 CONTEMPORARY MARKETING has proven edition to edition to be the premier teaching and learning solution for the Principles of Marketing course This bestseller only grows stronger with each groundbreaking new edition building on past milestones with exciting new innovations The all new 2013 UPDATE continues the Boone and Kurtz tradition of delivering the most technologically advanced student friendly instructor supported text available Current relevant and cutting edge CONTEMPORARY MARKETING truly remains in a class by itself Important Notice Media content referenced within the product description or the product text may not be available in the ebook version **Contemporary Marketing Updated Edition, Loose-Leaf Version** Louis E. Boone, David L. Kurtz, 2020-04 [Contemporary Marketing](#) Louis E. Boone, 2007 [Bndl: Llf Contemporary Marketing Update 2015](#) , 2013-10-30 **CIM Coursebook 06/07 Analysis and Evaluation** Wendy Lomax, 2007-07-11 Elsevier Butterworth Heinemann s 2006 07 CIM Coursebook series offers you the complete package for exam success Fully reviewed by CIM and updated by the examiner the coursebook offers everything you need to keep you on course *CIM Coursebook 07/08 Analysis and Evaluation* Wendy Lomax, 2012-06-25 BH CIM Coursebooks are crammed with a range of learning objective questions activities definitions and summaries to support and test your understanding of the theory The 07 08 editions contains new case studies which help keep the student up to date with changes in Marketing strategies Carefully structured to link directly to the CIM syllabus this Coursebook is user friendly interactive and relevant Each Coursebook is accompanied by access to MARKETINGONLINE www.marketingonline.co.uk a unique online learning

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Rajagopal,2025-10-02 This book offers knowledge and skills about developing market centric and competition oriented models and illustrates the power of consumers in managing sensitive market interventions through marketing mix strategies innovation and technology applications for competitive markets This updated edition discusses applied marketing concepts in real life situations incorporating new insights on the role of technology in marketing with a particular emphasis on AI and machine learning while also addressing topics related to consumer privacy and data protection It will serve as a valuable resource for researchers interested in marketing in the digital age

Contemporary Marketing Update Book Review: Unveiling the Magic of Language

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