

# 3 Major Factors Influencing Consumer Behavior

## Social

Family  
Friends  
Celebrity  
Education  
Social Class  
Income

## Psychological

Beliefs  
Motivation  
Perception  
Attitude  
Learning

## Personal

Interests  
Opinions  
Age  
Gender  
Culture  
Background

# Consumer Behavior Study Guide

**William M. & O. C. Pride & Ferrell**



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In a world driven by information and connectivity, the energy of words has been evident than ever. They have the ability to inspire, provoke, and ignite change. Such may be the essence of the book **Consumer Behavior Study Guide**, a literary masterpiece that delves deep to the significance of words and their impact on our lives. Compiled by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we shall explore the book's key themes, examine its writing style, and analyze its overall effect on readers.

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