

# Consumer Buying Behavior

- Factors influencing consumer behavior:
  - \* *Cultural factors:*
    - Culture, subculture, social class
  - \* *Social factors:*
    - Reference groups, family, roles, and status
  - \* *Personal factors:*
    - Age/life-cycle stage, occupation, economic situation, lifestyle, personality, and self-concept
  - \* *Psychological factors:*
    - Motivation, perception, learning, beliefs, and attitudes

# Chapter 5 Understanding Consumer Buying Behavior

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



## Chapter 5 Understanding Consumer Buying Behavior:

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*Strategic Marketing Management* Carol H. Anderson, Julian W. Vincze, 2000 This text offers comprehensive coverage of current marketing management concepts and issues such as globalization information age economy ethics and the environment Each chapter opens with a scenario that introduces students to the topic a margin glossary throughout defines special terms and end of chapter discussion questions and exercises test students understanding of the material The supplementary casebook which may be used with any marketing text provides timely relevant studies of organizations in a wide range of industries

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Marketing Management Joseph Barry Mason, Hazel F. Ezell, 1993

**Fundamentals of Selling** John Williams Wingate, Carroll Anthony Nolan, 1969

**Understanding Consumer Behaviour** J. Paul Peter, 1996 Understanding Consumer Behaviour offers a unique focused integrative strategic marketing approach to the topic specifically the way in which consumer behaviour is brought into the discussion of marketing strategy Abundant use of current student friendly examples that effectively tie in and illustrate the theories presented

**Instructor's Manual to Accompany Marketing Concepts and Decision Making** Robin Peterson, Charles W. Gross, 1987

*Consumer Behavior* Ayalla Ruvio, Dawn Iacobucci, 2023-03-17 In Consumer Behavior the authors deliver a cutting edge examination of consumer behavior combining a thorough introduction to the subject with an overview of common and important consumer behaviors contemporary social issues impacting consumer behavior including social media a global mindset of consumer behaviors and the ethical aspects of consumer behavior The authors draw on extensive consumer behavior research and teaching experience to offer a streamlined pedagogical framework designed to provide a contemporary and fresh voice in the discipline Consumer Behavior is ideal for undergraduates graduate MBAs and executives seeking new insights to better understand consumers In this edition you ll find An easy to follow introduction to and overview of consumer behavior The consumer buying process A throughgoing focus on global ethical and social media issues relevant to consumer behavior Supplementary materials for instructors including PowerPoint slides and a Test Bank

**Marketing in Canada** René Y. Darmon, Michel Laroche, John V. Petrof, 1989

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Creative Selling A. J. Faria, Herbert Webster Johnson, 1992

Marketing Your Small Business Made E-Z William A. Cohen, Marshall E. Reddick, 2000 All the tools to make your small business a success from marketing research and test marketing on a budget to developing powerful product distribution

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and plans can be based upon both qualitative and quantitative analysis and yet still not require background in formal statistics     *Grademaker Study Guide, Marketing, 7th Edition* Susan Peterson,2004     **Marketing** William M. Pride,O. C. Ferrell,1993

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