

Chapter 3 Consumer Behavior

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**Chapter 3 Consumer Behavior:
How People Make Buying Decisions**
Chapter: 3 Consumer Buying
Behaviour Consumer behavior can be
defined as the behavior that

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consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs.

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Chapter 3 Consumer Behavior: How People Make Buying Decisions

Chapter 3. Consumer Behavior: How People Make Buying Decisions. Why do you buy the things you do? How did you decide to go to the college you're attending? Where do you like to shop and when? Do your friends shop at the

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same places as you or different places? Do you buy the same brands multiple times or eat at the same restaurants frequently?

Chapter 3

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CHAPTER 3 CONSUMER BEHAVIOR

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Chapter 3 3 Consumer Behavior Three steps involved in the study of consumer behavior 1. () How and why people prefer one good to another 2. () People have limited incomes Chapter 3 4 Consumer Behavior 3. Given preferences and limited incomes, what amount and type of goods will be purchased? What combination of goods will consumers

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Chapter 3: Consumer Behavior 25
First notice that as the size of the drink increases, the price eper ounce decreases. When she buys the 8 ounce soft drink she pays \$1.50 8 oz = \$0 .19 per oz When she buys the 12 ounce size she pays \$0.17 per ounce,

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and when she buys the 16 ounce size, she pays \$0.14 per ounce.

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Chapter 3 Consumer Behavior: How People Make Buying Decisions Why do you buy the things you do? How did you decide to go to the college you're attending? Where do like to shop and when? Do your friends shop at the same places or different places? Marketing professionals want to know the answers to these questions. They know that once they

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likely to affect the purchase behavior of a substantial number of consumers acting reasonably. miscomprehension. a state of misleading results when consumer extracts and incorrect or confused meaning. Exposure to ...

3.3 Discussion Questions and Activities – Principles of ...

Unformatted text preview: Chapter 3 – Consumer Behavior 1) Theory of Consumer Behavior – description of how consumers allocate incomes among different goods and services to maximize their well being B) Consumer Behavior (a) Consumer Preferences – describe the reasons people might prefer one good to another (b) Budget Constraints – consumers have limited incomes that restrict the quantities of goods they can buy (c) Consumer Choices – given

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preferences and limited incomes, consumers ...

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Summary / Summary Chapter 3: Consumer Behaviour: How ...

OBJECTIVES Define consumer behavior and describe the role it plays in marketing decisions. Describe the interpersonal determinants of consumer behavior. Explain each of the personal determinants of consumer behavior Discuss the Consumer Decision Process Reflect on your assignments 3.

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Chapter 3: Consumer Behavior: How People Make Buying Decisions. 3.3 Discussion Questions and Activities Discussion Questions. Why do people in different cultures buy different products? Discuss with your class the types of vehicles you have seen other countries. Why are they different, and how do they better meet buyers' needs in those countries?

Chapter 3 Consumer Behavior

Consumer Behavior theory of consumer behavior Description of how consumers allocate incomes among different goods and services to maximize their well-being. Consumer behavior is best understood in three distinct steps: 1. Consumer

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preferences 2. Budget constraints 3. Consumer choices Chapter 3 Consumer Behavior . Chairat Aemkulwat .

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Chapter 3: Consumer Behavior: How People Make Buying Decisions 3.1 Factors That Influence Consumers' Buying Behavior 3.2 Low-Involvement Versus High-Involvement Buying Decisions and the Consumer's Decision-Making Process 3.3

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Discussion Questions and Activities

Chapter 3: Consumer Behavior: How People Make Buying ...

Chapter 3 Consumer Behavior: How People Make Buying Decisions. Why do you buy the things you do? How did you decide to go to the college you're attending? Where do like to shop and when? Do your friends shop at the same places or different places? Marketing professionals want to know the answers to these questions.

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Consumer Buying Behaviour ...

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Learning. A change in behavior resulting from the interaction between a person and a stimulus. For example, we know the “swoosh” stands for Nike, and we know there’s an arrow in the FedEx logo. Can be intentional or unintentional.

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