

# Consumer Buying Behavior



# Chapter 5 Understanding Consumer Buying Behavior

**J. Paul Peter**



## Chapter 5 Understanding Consumer Buying Behavior:

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**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

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