

Chapter 3 – Consumer Behavior: How People Make Buying Decisions

Consumer Decision Making Process

Why Does Consumer Behavior Matter?

- Biggest goal of the marketer is to provide value to the consumer
- Value is in the eye of the consumer
- How can we understand the value if we do not understand the consumer?

Consumer Decision Making Process

Step	Consumer Experience	Marketer Experience
Need Recognition Becoming aware of a problem that requires a solution	Example realizing that you are hungry and or wanting a hamburger	Strategies <ul style="list-style-type: none"> - Create wants/needs Example: food advertisements can induce hunger
Search Finding alternatives that can solve the problem	<ul style="list-style-type: none"> - Internal search : prior knowledge - External search : friends/ family or internet Example examining which restaurants you should consider to buy a hamburger from	Strategies <ul style="list-style-type: none"> - Be available and within reach - Provide excellent product so it is always first choice
Evaluation Examining alternatives to find the one that fits your needs best	Example what do you care most about when buying a hamburger? Is it tasty? Healthiness? Price? Which alternative satisfies this the best?	Strategies <ul style="list-style-type: none"> - Persuade the potential consumers that your attributes matters the most - Convince that your company is the best

Chapter 3 Consumer Behavior How People Make Saylor

Jicheng Xie



Chapter 3 Consumer Behavior How People Make Saylor:

Whispering the Strategies of Language: An Mental Journey through **Chapter 3 Consumer Behavior How People Make Saylor**

In a digitally-driven earth where screens reign supreme and quick communication drowns out the subtleties of language, the profound strategies and emotional nuances hidden within phrases usually get unheard. However, located within the pages of **Chapter 3 Consumer Behavior How People Make Saylor** a fascinating fictional value pulsating with raw emotions, lies a fantastic journey waiting to be undertaken. Composed by a skilled wordsmith, this marvelous opus invites visitors on an introspective trip, softly unraveling the veiled truths and profound influence resonating within ab muscles cloth of each word. Within the psychological depths of the poignant evaluation, we can embark upon a genuine exploration of the book is core themes, dissect its fascinating writing model, and yield to the powerful resonance it evokes deep within the recesses of readers hearts.

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