

# Chapter 4

## Consumer Behavior

Introduction to Marketing

Professor Sadeghi

DeGroote School of Business, McMaster University

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## Chapter 4: Consumer Behavior

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LO1 Describe the steps in the consumer buying decision process

LO2 Identify what determines how much time consumers will spend searching for information before buying a product or service

LO3 Summarize how psychological, social, and situational factors influence consumers' buying behavior

LO4 Explain how involvement influences the consumer buying decision process

LEARNING OBJECTIVES

## Brain Teaser

3

- Have you ever paid attention to chain grocery store's layouts?
- Have you considered in-store item placement?
- Why can you always find milk at the back of the stores?
- Why their settings are so similar despite being run by separate companies?

# Chapter 7 Consumer Behavior Introduction

**Henry Assael**



## **Chapter 7 Consumer Behavior Introduction:**

**Consumer Behavior and Marketing Strategy** J. Paul Peter, Jerry Corrie Olson, 1996 This work shows how the various elements of consumer analysis fit together in an integrated framework called the Wheel of Consumer Analysis Psychological social and behavioural theories are shown as useful for understanding consumers and developing more effective marketing strategies The aim is to enable students to develop skills in analyzing consumers from a marketing management perspective and in using this knowledge to develop and evaluate marketing strategies The text identifies three groups of concepts affect and cognition behaviour and the environment and shows how these they influence each other as well as marketing strategy The focus of the text is managerial with a distinctive emphasis on strategic issues and problems Cases and questions are included in each chapter

**The Routledge Companion to Consumer Behavior Analysis** Gordon Foxall, 2015-08-20 The Routledge Companion to Consumer Behavior Analysis provides a unique and eclectic combination of behavioral cognitive and environmental perspectives to illuminate the real world complexities of consumer choice in a marketing oriented economy Edited by a leading authority in the field the contributing authors have created a unique anthology for understanding consumer preference by bringing together the very latest research and thinking in consumer behavior analysis This comprehensive and innovative volume ranges over a broad multi disciplinary perspective from economic psychology behavioral psychology and experimental economics but its chief focus is on the critical evaluation of consumer choice in the natural settings of affluent marketing oriented economies By focussing on human economic and social choices which involve social exchange it explores and reveals the enormous potential of consumer behavior analysis to illuminate the role of modern marketing oriented business organizations in shaping and responding to consumer choice This will be of particular interest to academics researchers and advanced students in marketing consumer behavior behavior analysis social psychology behavioral economics and behavioral psychology

**The Branding Brain: Decoding The Science Of Neuromarketing** Nora Elizabeth Sanders, This thought provoking book unravels the inner workings of our complex brains and uncovers the secrets of how they respond to marketing stimuli Using a simple and accessible language the book acts as a guide to understanding the maze like intricacies of the human mind in relation to branding Explore how neuromarketing a cutting edge field that merges neuroscience and marketing can provide invaluable insights into consumer behavior Discover how our brains are hardwired to respond to certain stimuli and how marketers can tap into these innate processes to create highly effective campaigns The Branding Brain presents a comprehensive analysis of the most influential neuroscience research in the field broken down into digestible morsels Delve into the concept of emotional branding and how it affects our decision making processes Discover the power of sensory marketing and learn how strategic manipulations of sound smell touch taste and visuals can shape consumer experiences Through captivating case studies and real world examples this book highlights successful neuromarketing campaigns that have shaped branding strategies Dive into the

minds of consumers and understand how subconscious cues can influence their choices preferences and loyalty Explore the interconnectedness of memory emotion and purchasing decisions turning your brand into an irresistible force It provides both marketers and consumers with an intriguing glimpse into the science behind the choices we make and the influence brands have on us Whether you are a novice in the field or a seasoned marketer this book offers valuable insights into harnessing the power of neuroscience to create impactful and persuasive branding strategies

*Cognitive Connection: Unleashing The Power Of Neuroscience For Compelling Brands* Rosendo Rodgers, In this insightful and thought provoking book delve into the fascinating world of cognitive connection and its profound implications for creating compelling brands Drawing upon the groundbreaking discoveries of neuroscience this book takes you on a captivating journey that explores the powerful relationship between our minds and the brands we interact with Discover how a deep understanding of the human brain can unlock innovative strategies for building brands that resonate on a deeply emotional and cognitive level Through a comprehensive exploration of neuroscience principles you ll gain a deep understanding of the mechanisms that drive our decision making process and shape our perception of brands Delving into the intricate workings of the human brain the book uncovers how different regions are activated in response to specific brand stimuli and how these activations influence our emotions desires and memories Harnessing this knowledge you ll uncover groundbreaking strategies for creating brands that trigger positive cognitive and emotional connections in the minds of consumers With compelling case studies and real world examples you ll witness the transformative power of neuroscience in action as brands leverage this knowledge to create immersive experiences and forge strong emotional bonds with their target audience Uncover the secrets behind successful brand campaigns that tap into the core principles of cognitive connection leaving a lasting impact on consumers and fueling loyalty Join the revolution in consumer psychology and delve into the depths of the human brain as you unlock the keys to creating truly compelling brands that resonate deeply with consumers

Consumer Behavior Kanuk,1973      **Consumer Behavior** John C. Mowen,Michael Minor,1998 Intended for an undergraduate audience this text covers the theory and practice of advertising and promotion      **Consumer Behavior 8/ed** Leon G. Schiffman,2004      **Schaum's Outline of Theory and Problems of Advertising** Herbert Holtje,1978 Inleiding over reclame      Consumer Behavior Henry Assael,2004 Tailored for upper level undergraduate and MBA students Assael s Consumer Behavior applies behavioral concepts to market strategy domestic and international with special emphasis on web related issues and applications Assael presents the content from a managerial perspective focusing on decision making as the framework for understanding consumer behavior The text also features a unique three chapter Marketing Action section covering marketing communications marketing segmentation and micromarketing as well as consumer rights and social responsibility      A *Managerial Introduction to Marketing* Thomas A. Staudt,Donald Arthur Taylor,Donald J. Bowersox,1976      Principles of Economics in Context Neva Goodwin,Jonathan M. Harris,Julie A. Nelson,Brian Roach,Mariano Torras,2019-08-01 The study of

economics should not be highly abstract but closely related to real world events Principles of Economics in Context addresses this challenge laying out the principles of micro and macroeconomics in a manner that is thorough up to date and relevant to students keeping theoretical exposition close to experience Emphasizing writing that is compelling clear and attractive to students it addresses such critical concerns as ecological sustainability distributional equity the quality of employment and the adequacy of living standards Key features include Clear explanation of basic concepts and analytical tools with Discussion Questions at the end of each section encouraging immediate review of what has been read and relating the material to the students own experience Full complement of instructor and student support materials online including test banks and grading through Canvas Key terms highlighted in boldface throughout the text and important ideas and definitions set off from the main text A glossary at the end of the book containing all key terms their definitions and the number of the chapters in which each was first used and defined Updates for the second edition include Expanded coverage of topics including inequality financialization and debt issues the changing nature of jobs and sustainable development New material on wage discrimination by race and gender an expanded section on labor markets and immigration Updated discussion of fiscal policy to include more recent developments such as the Trump tax cuts New material on behavioral economics public goods and climate change policy a new section on The Economics of Renewable Energy This new affordable edition combines the just released new editions of Microeconomics in Context and Macroeconomics in Context to provide an integrated full year text covering all aspects of both micro and macro analysis and application with many up to date examples and extensive supporting Web resources for instructors and students

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examples that help explain the paradoxes international marketers are likely to encounter      *Instructor's Manual with Transparency Masters to Accompany Economics, Twelfth Edition, by Richard G. Lipsey, Paul N. Courant, Christopher Ragan* Addison-Wesley Longman, Incorporated, 1999      **Macroeconomics** Richard G. Lipsey, Paul N. Courant, 1996 The new edition of this college level text includes some format revisions as well as updating areas such as the problems faced in transitional economies the method of calculating unemployment GATT and NAFTA and other recent developments Each chapter provides a summary review topics and discuss      Consumer Behavior in Marketing Strategy John A. Howard, 1989

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