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CHAPTER 4

CONSUMER BEHAVIOUR

CHAPTER OVERVIEW

Why do people buy one product over another? Finding answers to this question is at the centre of every marketer's job. The answers—and there are many—aren't always obvious. But they directly affect every aspect of marketing strategy, from the development of a product to its pricing, its presentation to the target audience, and its promotion to various segments.

Marketers who plan to succeed with today's consumers need to understand how their potential market behaves. This calls for an understanding of consumer behaviour—the process through which consumers (and business buyers) make purchase decisions, from toothbrushes to autos to vacations. The study of consumer behaviour builds on an understanding of human behaviour in general. In their efforts to understand why and how consumers make buying decisions, marketers borrow extensively from the sciences of psychology and sociology.

This chapter focuses on individual purchasing behaviour, including the personal and interpersonal determinants of consumer behaviour. The chapter then discusses the importance of changing or modifying components of consumers' attitudes about their products to gain a favourable attitude and purchase decision. It then elaborates on the consumer decision process that helps marketers to design effective marketing strategies. Chapter 5 will shift the focus to business buying decisions.

Changes in the Third Edition

A number of new features have been added to this edition:

Contemporary Marketing 3rd Edition Boone Torrent

Louis E. Boone, David L. Kurtz



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