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## **CHAPTER 5 CONSUMER BEHAVIOR**

### **CHAPTER OVERVIEW**

Why do people buy one product and not another? Finding answers to this question is at the center 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, 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 behavior—the process through which consumers (and business buyers) make purchase decisions, from toothbrushes to autos to vacations. The study of consumer behavior builds on an understanding of human behavior 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 behavior, including the personal and interpersonal determinants of consumer behavior. The chapter then discusses the importance of changing or modifying components of consumers' attitudes about their products to gain a favorable attitude and purchase

# Contemporary Marketing Update

**Patrick Vollmar**



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