

## The Consumer Audience

### Questions We'll Answer

- Why is consumer behavior important to advertisers?
- What cultural, social, psychological, and behavioral influences affect consumer responses to advertising.
- How does the consumer decision process work?
- What is the difference between segmenting and targeting?

### Dove Redefines Beauty

- What critical consumer insights drove the marketing campaign?

# Contemporary Advertising Chapter 5

**David Kirk**



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