

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

Michael Seilmaier



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Table of Contents Chapter 3 Consumer Behavior How People Make Saylor

1. Understanding the eBook Chapter 3 Consumer Behavior How People Make Saylor
 - The Rise of Digital Reading Chapter 3 Consumer Behavior How People Make Saylor
 - Advantages of eBooks Over Traditional Books
2. Identifying Chapter 3 Consumer Behavior How People Make Saylor
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Chapter 3 Consumer Behavior How People Make Saylor
 - User-Friendly Interface
4. Exploring eBook Recommendations from Chapter 3 Consumer Behavior How People Make Saylor
 - Personalized Recommendations
 - Chapter 3 Consumer Behavior How People Make Saylor User Reviews and Ratings
 - Chapter 3 Consumer Behavior How People Make Saylor and Bestseller Lists
5. Accessing Chapter 3 Consumer Behavior How People Make Saylor Free and Paid eBooks
 - Chapter 3 Consumer Behavior How People Make Saylor Public Domain eBooks
 - Chapter 3 Consumer Behavior How People Make Saylor eBook Subscription Services

- Chapter 3 Consumer Behavior How People Make Saylor Budget-Friendly Options
- 6. Navigating Chapter 3 Consumer Behavior How People Make Saylor eBook Formats
 - ePub, PDF, MOBI, and More
 - Chapter 3 Consumer Behavior How People Make Saylor Compatibility with Devices
 - Chapter 3 Consumer Behavior How People Make Saylor Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Chapter 3 Consumer Behavior How People Make Saylor
 - Highlighting and Note-Taking Chapter 3 Consumer Behavior How People Make Saylor
 - Interactive Elements Chapter 3 Consumer Behavior How People Make Saylor
- 8. Staying Engaged with Chapter 3 Consumer Behavior How People Make Saylor
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Chapter 3 Consumer Behavior How People Make Saylor
- 9. Balancing eBooks and Physical Books Chapter 3 Consumer Behavior How People Make Saylor
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Chapter 3 Consumer Behavior How People Make Saylor
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Chapter 3 Consumer Behavior How People Make Saylor
 - Setting Reading Goals Chapter 3 Consumer Behavior How People Make Saylor
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Chapter 3 Consumer Behavior How People Make Saylor
 - Fact-Checking eBook Content of Chapter 3 Consumer Behavior How People Make Saylor
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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