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**CHAPTER 5
UNDERSTANDING CONSUMER AND BUSINESS BUYER BEHAVIOR**

PREVIEWING THE CONCEPTS – CHAPTER OBJECTIVES

1. Understand the consumer market and the major factors that influence consumer buyer behavior
2. Identify and discuss the stages in the buyer decision process
3. Describe the adoption and diffusion process for new products
4. Define the business market and identify the major factors that influence business buyer behavior
5. List and define the steps in the business buying decision process

JUST THE BASICS

CHAPTER OVERVIEW

In this chapter, we continue our marketing journey with a closer look at the most important element of the marketplace—customers.

The aim of marketing is to affect how customers think about and behave toward the organization and its market offerings.

But to affect the *whats*, *whens*, and *hows* of buying behavior, marketers must first understand the *whys*.

We look first at *final consumer* buying influences and processes and then at the buying behavior of *business customers*.

Marketing An Introduction 11th Edition Solutions Manual

Scott C. Dulebohn



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