David Mothersbaugh and Delbert Hawkins and Susan Bardi Kleiser. Consumer Behavior: Building Marketing Strategy builds on theory to provide students with a usable, strategic understanding of consumer behavior that acknowledges recent changes in internet, mobile and social media marketing, ethnic subcultures, internal and external influences, global marketing environments, and other emerging trends. Updated with strategy-based examples from an author team with a deep understanding of each principle's business applications, the fourteenth edition contains current and classic examples of both Marketing Strategy and Consumer Behavior.

Market Analysis Components

14. The Consumers
14. The Company
15. The Competitors
15. The Conditions

Market Segmentation

16. Product-Related Need Sets
16. Customers with Similar Need Sets
18. Description of Each Group
18. Attractive Segment(s) to Serve

Marketing Strategy

19. The Product
20. Communications
21. Price
22. Distribution
22. Service
22. Service

Consumer Decisions

23. Outcomes
23. Firm Outcomes
23. Individual Outcomes
25. Society Outcomes

The Nature of Consumer Behavior
26. External Influences (Part Two)
27. Internal Influences (Part Three)

All Documents from Consumer Behavior: Building Marketing Strategy.

Top Questions from Consumer Behavior: Building Marketing Strategy.

Outlet selection and purchase.

Recent Questions from Consumer Behavior: Building Marketing Strategy.

Outlet selection and purchase. COMPANY.