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BEHAVIOR... Marketing Strategy 9th

The Earl P. Strong Executive

Education Professor of Marketing at

Pennsylvania State University. He

joined Penn State in 1971 after

receiving his Ph.D. in consumer

psychology from Purdue University.

At Penn State, he has taught

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individual ' s response to a marketing message will depend on their perceptions and attitudes. 3. Social factors: family, friends, education level, social media, income, they all influence consumers ' behavior. Types of consumer behavior. There are four main types of consumer

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behavior: 1. Complex buying behavior

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behavior is concerned with all aspects
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as well as all people involved in purchasing decisions. It is one of the most important aspects of marketing. Here are some effects that the study of consumer behavior is having on marketing strategies. 1.

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Behavior continues to reflect our belief that the Wheel of Consumer Analysis is a powerful tool not only for organizing consumer behavior knowledge but also for understanding consumers and for guiding the development of successful marketing strategies.

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