

Consumer behavior : building marketing strategy / Del I. Hawkins, David L. Mothersbaugh.



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Date

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Abstract

This book is a strategic look at consumer behavior in order to guide successful marketing activities. The Wheel of Consumer Analysis is the organizing factor in the book. The four major parts of the wheel are consumer affect and cognition, consumer behavior, consumer environment, and marketing strategy.

URI

<http://repository.fue.edu.eg/xmlui/handle/123456789/4317>

Description

Includes bibliographical references and index.

xxii, 778 p. :

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Keywords: Marketing Mix, Consumer Behavior, 4p. 1. INTRODUCTION. Today's successful companies at all levels have one thing in common: They have a strong customer focus and seriously believe to marketing. Theories of marketing management and marketing strategy should encompass changes in the market and take steps with changes. Many marketing managers' relationships with customers are based on a procedure that is called "individualism" collective customer oriented "or" personalization ". Consumer behaviour : building marketing strategy, translate to Persian by ahmad roosta & atieh bathaei, sargol publications, first edition. Tehran,iran. Horovitz, Jacques.(2003). Consumer Behavior - Marketing Strategies - Marketing strategies and tactics are normally based on explicit and implicit beliefs about consumer behavior. Decisions based on explicit assumptions and sound. Knowledge of consumer behavior can be an important competitive advantage while formulating marketing strategies. It can greatly reduce the odds of bad decisions and market failures. The principles of consumer behavior are useful in many areas of marketing, some of which are listed below -. Promotion deals with building a relationship with the consumers through the channels of marketing communication. Some of the popular promotion techniques include advertising, personal selling, sales promotion, publicity, and direct marketing and selling. Consumer behavior can be described as the decision process individuals engage in when evaluating, acquiring, using or disposing of goods and services. Jena, Abhinash (2013, Nov 21). Understanding consumer behavior and marketing strategy. Knowledge Tank; Project Guru. <https://www.projectguru.in/consumer-behavior-marketing-strategy/>. In text. Copy.